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### Conspicuous Space: Parking Lot Suburbanism

Ian Nicholson

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## Conspicuous Space: Parking Lot Suburbanism (abstract)

What can be accomplished without a car? In a city: everything. In a suburb: nothing. Without a car, one cannot escape the city. Without a city, one cannot escape the car. Neither city nor suburb is an ideal habitat. The city has no nature. The suburb has no culture. What's good about the suburbs over the city? According to economics: houses.

The American dream has long been "one's own house with a private yard" (Neleson xi); an acre and a mule for every free citizen. But this dream has created distance; a nightmare of endless commutes and oil addiction. What if we could bridge that distance, without reverting to the "city?" What if the suburbs "are almost all right" (Venturi 6)? What should we move and where should we move it?

Perhaps instead of building our subdivisions of mass-customized dream homes in rapidly disappearing virgin forests, grasslands, farmlands, and other productive ecosystems, we could find a place that is already underused, ugly, obsolete, and vast. Sound familiar? How about surface parking lots?! By relocating the single-family house into the parking lot of the shopping center, (I contend that) a place is created that is neither city nor suburb: it is both city and suburb; a place that is neither sprawling nor dense: it is sprawling and dense. This type will neither occupy nor preserve the conspicuous space of the consumerist suburb; it will both occupy and preserve it. Just as the "motorized city that tries to overcome distance... tries to make distance at the same time" (Lerup 40) this new place will be both space and object, figure and field, community and privacy. Is it a parking lot or is it a suburban neighborhood? Both. And neither. Where are the lines drawn between public and private? They are not drawn, but inferred. This type is meant to be both ubiquitous and pliable, both subtle and overbearing; just like the separate types that it is consuming (house and big box). This place shall remain nameless, open-ended, and subject to interpretation, just like the environment it is to inhabit (the city outside the city). This place is not meant to replace, but to exist in parallel and serve as an alternative to the single-use zoned suburb, the traditional city, the modern downtown, and whatever other settlement patterns the future holds. With this thesis, I mean simply to add another item to the menu of urban conditions from which the discerning consumer of space and habitat will choose his preferred built environment. Hopefully, if this kind of scheme were realized in the real world, it would help to slow suburban sprawl and positively impact the built environment and the natural environment that supports it. However, this thesis is concerned explicitly with the ability of this strategy to be an architecturally viable alternative to more straightforward scheme of simple re-urbanization, as the New Urbanists would propose. Consumerism is not being questioned here. Automobility is not being questioned here. I simply mean to argue that the vast amounts of space wasted by suburban parking lots could be used as a viable alternative site to the virgin wilderness or farmland, and that those parking lots have inherent architectural qualities that are worth investigating.

Neleson, Anton C. Visions for a New American Dream. Chicago: American Planning Association, 1994. xi.

New Urbanism: Peter Calthorpe vs. Lars Lerup. Ed. Robert Fishman. New York: Arts Press, 2005. 40. (quoting Lars Lerup)

Venturi, Robert, et. al. Learning from Las Vegas. Revised Edition. Cambridge: MIT Press, 1977. 6.

## THE PROJECT

...at the time of the final review

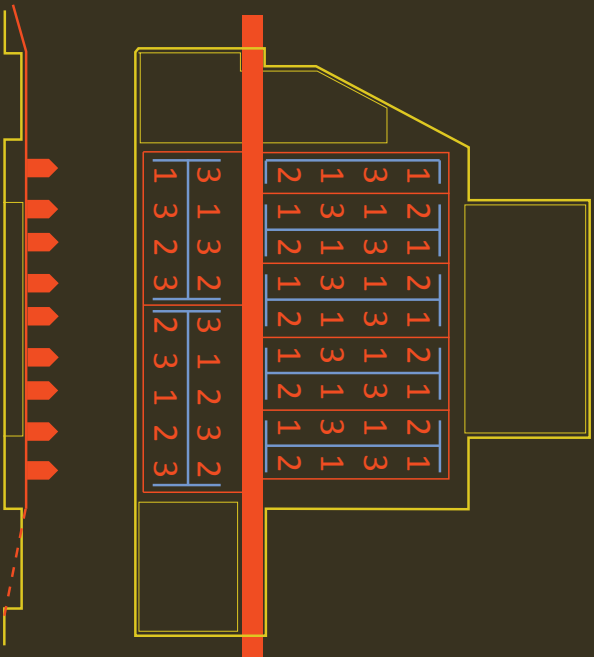


# CONSPICUOUS SPACE

Ian Nicholson

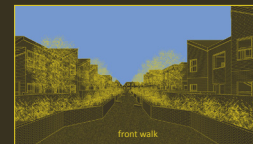
## PARKING LOT SUBURBANISM

David Salomon  
Jean François Bédard

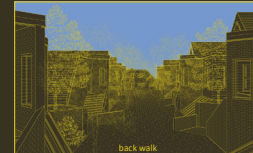




main facade / commercial entry



front walk



back walk

## Akers Mill

Shopping. Living.

shopping includes:  
 Bed Bath & Beyond ; Sports Authority ;  
 Office Max ; Party City  
 dining includes:  
 Honey Baked Ham ; Subway ; Chipotle ;  
 Longhorn Steakhouse ; Chick-Fil-A

living options:  
 1-the "Executive" (22)  
 for singles  
 2-the "Retreat" (15)  
 for couples  
 3-the "Homestead" (17)  
 for small families

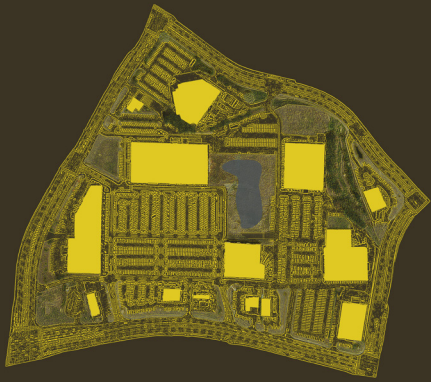
neighborhood includes:  
 community garden ; walking garden ;  
 soccer field ; tennis courts ;  
 lots of green and open space ;  
 hidden parking ; restricted access ;  
 trees to keep out noise and pollution  
 and to shade the houses



east-west section

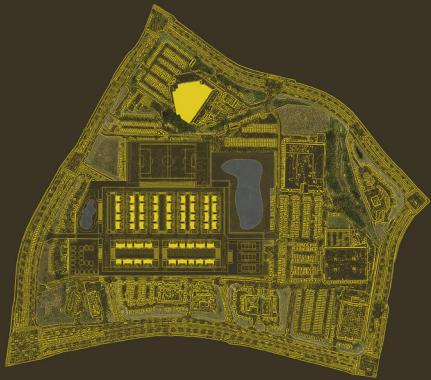


south elevation - fronting on Cobb Pkwy, US-41



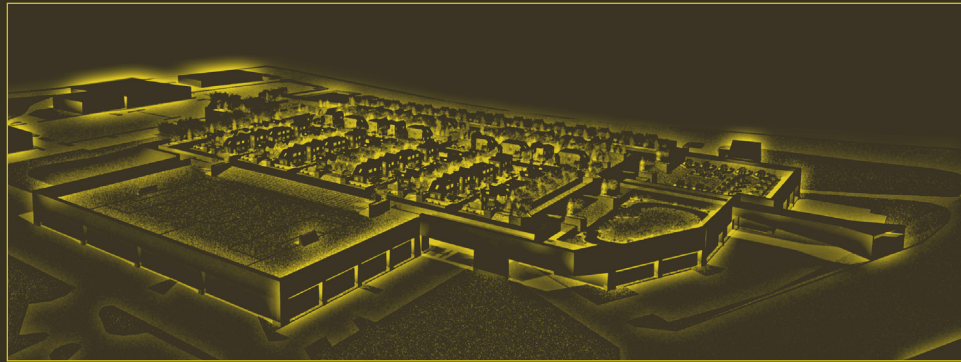
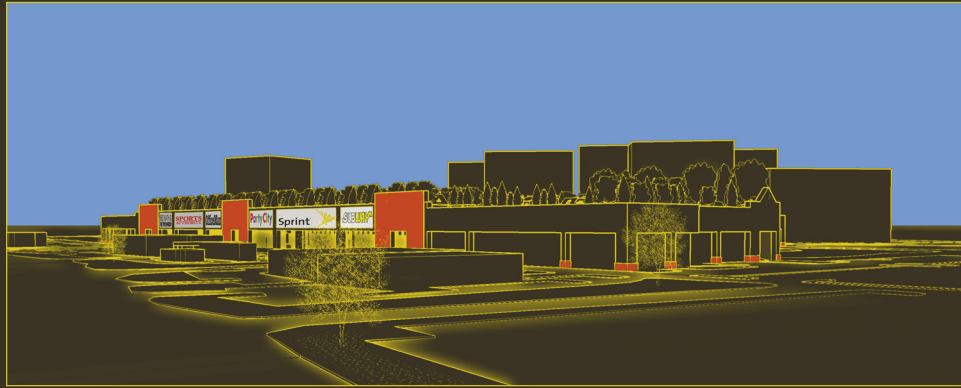
commercial ground [+0']

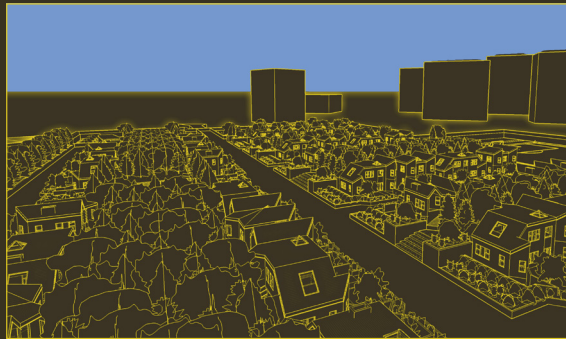
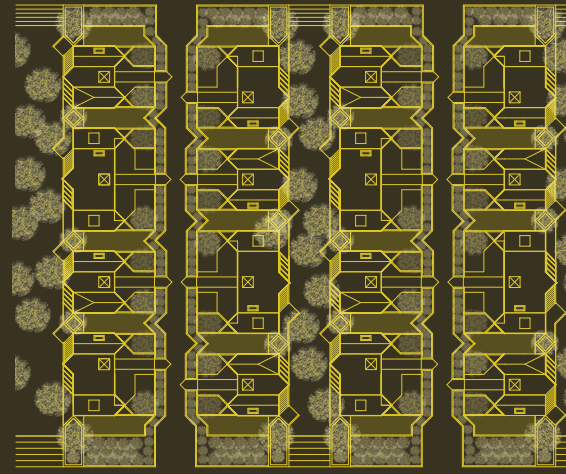
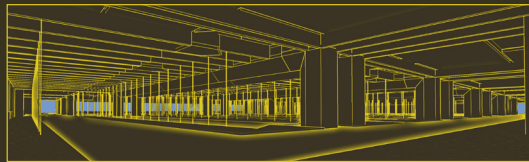
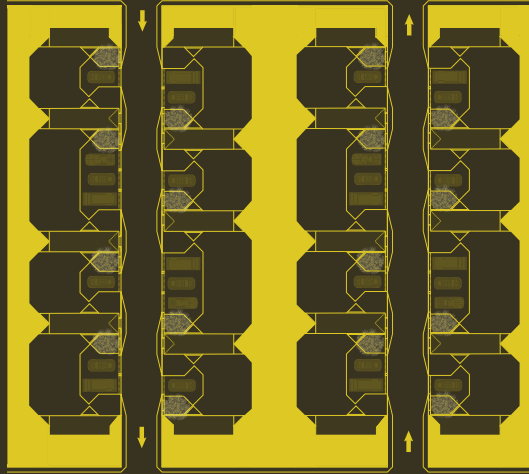
100'

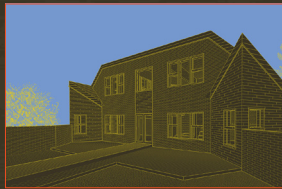


residential ground [+40']

100'



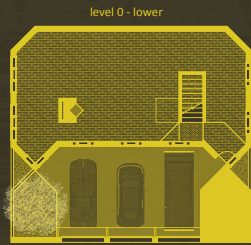
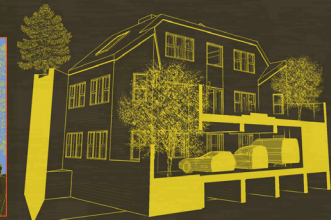
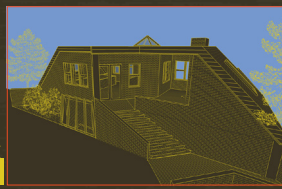




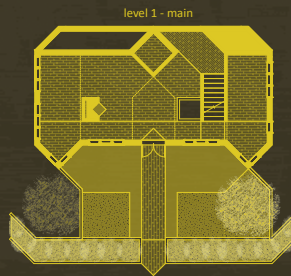
front elevation



back elevation



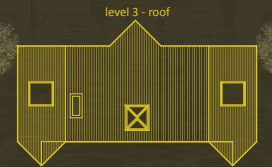
level 0 - lower



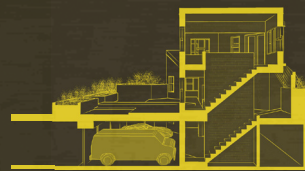
level 1 - main



level 2 - loft



level 3 - roof



long section through stairs



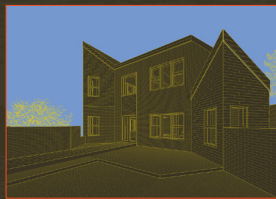
short section through foyer

### HOUSE 3 - the "Homestead"

- WIDTH: 5 PARKING SPACES
- OCCUPANCY: SMALL FAMILY (parent(s) + 1 / 2 children)
- AMENITIES: garage for 3 cars, front lawn, double-height foyer w/ skylight, fireplace on every floor, covered back porch, space for gardening, >9' ceilings on all floors, all operable windows, 3 extra rooms, (2 w/ skylights), customizable plan



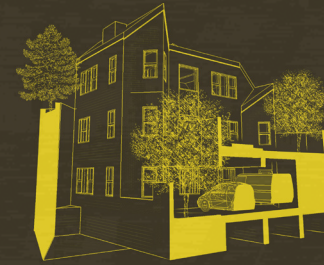
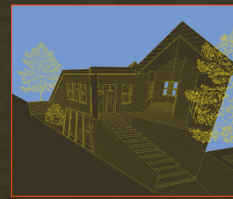




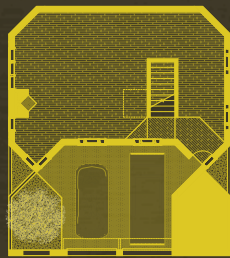
front elevation



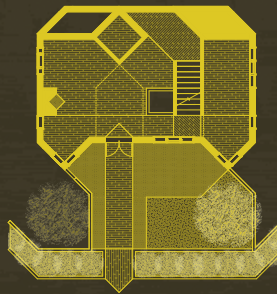
back elevation



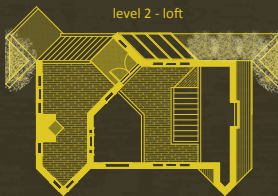
level 0 - lower



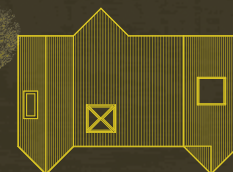
level 1 - main



level 2 - loft



level 3 - roof



long section through tree court and back porch



short section through foyer

## HOUSE 2 - the "Retreat"

- WIDTH: 4 parking spaces  
 OCCUPANCY: AMOROUS COUPLE - or -  
 2 HOUSEMATES  
 AMENITIES: garage for 2 cars  
 front lawn  
 double-height foyer w/ skylight  
 fireplace on every floor  
 covered back porch  
 space for gardening  
 9' ceilings on all floors  
 all operable windows  
 2 extra rooms (1 w/ skylight)  
 customizable plan



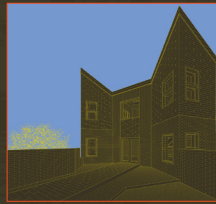
lower room



extra room



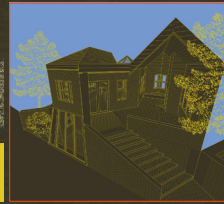
2



front elevation



back elevation



level 0 - lower



level 1 - main



level 2 - loft



level 3 - roof



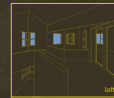
long section through middle



short section through foyer



foyer / main room



loft



1

### HOUSE 1 - the "Executive"

- WIDTH: 3 PARKING SPACES
- OCCUPANCY: SINGLE ADULT
- AMENITIES: garage for 1 car  
double-height foyer w/ skylight  
fireplace on every floor  
covered back porch  
"cathedral" ceilings on 2nd floor  
space for gardening  
>9' ceilings on all floors  
all operable windows  
customizable plan

## SUMMARY

Conspicuous Space: Parking Lot Suburbanism addresses the architectural and social issues of the American suburb by looking at its main components, the developer house and the big-box shopping center. It also looks at the role of the car in our lives and how it shapes the way we live, shop, travel, interact, and most importantly the way we build our cities. The contemporary American suburb is built around the automobile, an invention that Americans generally take for granted and cannot imagine living without. There is a new kind of suburb being built in many places across the country that is neither truly suburb nor city. It goes by many names, “edge city” being the one I have used, and it generally happens where suburbanites have moved their jobs out to where they have been living since the 1950s. It is characterized by a heavy dependence on the automobile and vast open or unbuilt spaces set next to typically urban building types, such as the office tower skyscraper. It is a land of contradictions well documented in Joel Garreau’s Edge City and elsewhere. This project is an attempt to embrace those contradictions and twist them to help reduce waste in the built environment.

The idea is to first hunt down those characteristics that make the American suburbs (or edge cities) tick and to maintain them but change the context in which they operate in order to make them serve multiple purposes simultaneously. This project has identified the following characteristics: separation of different land uses enforced through zoning codes (notably residential from commercial), the dominance of the automobile, and a stylistic promiscuity resulting in kitschy traditionalizing houses right down the road from modern steel and glass office towers right down the road from sign-as-building commercial strip malls and shopping centers.

This project does not question any of these paradigms: it simply reorients them. The housing in this project is separated from the commercial strip, but instead of horizontal separation achieved through sprawling land use, it is a vertical separation achieved by raising the housing above the stores, thereby reducing land use. The automobile is dominant in this project – each housing unit has its own garage at the front door and the parking for the shopping center below is practically untouched – but the automobiles are buried in the structure of the housing, thereby freeing the false ground above to pedestrian movement and children playing. And finally, the styles of the various building elements are as jarringly collaged as it is in the suburban context: the houses in this project are made to resemble houses in the public imagination and the big boxes under the housing get an even bigger box with even bigger signs, thereby integrating the project with the disjointed vernacular of American corporate suburbia.

The particular edge city under scrutiny is the Cumberland/Galleria area, northwest of Atlanta, Georgia. I chose this site not only because I know it well (I have lived in the suburbs of Atlanta my entire life) but because it is a perfect example of an edge city: it's population is a quarter that of Atlanta's, it headquarters multiple Fortune 500 companies, most notably Home Depot, it is completely automobile dependant and is at the intersection of two interstate highways, and it doesn't actually exist as a municipality, only as a Community Improvement District within Cobb County. It is also a very strong area economically: this project is intended to be synergistic, not revitalizing; the intent is to seize upon those aspects of suburbia that are proving successful, and to make them better by working with their existing logics rather than imposing some idealistic scheme for social justice or architectural nirvana. My intent is distinctly *not* to turn the "edge city" into a "city;" I intend simply to make edge city a bit more efficient and livable. In

this way, the title of the project is very intentional when it uses the word “*suburbanism*” rather than “urbanism.” And so Cumberland provides a very rich canvas on which to paint my ideas about using the wasted space of suburbia to more productive ends.

That’s how the project started: as a desire to put the wasted space of suburbia to better use. But as the research evolved, I found the waste and emptiness more and more compelling. Those spaces included the roofs of warehouses and big box stores, sprawling surface parking lots, idle front lawns, and other such spaces. The most promising space to direct my attack in terms of polemics was the parking lot because it gets right to the heart of the tension: the automobile and the space it requires. In a way, this whole endeavor has been an exercise in irony: critique the city the automobile built, and then design a project around the automobile. As I said earlier, embracing contradictions has been an explicit goal since very early on, and juxtaposing the surface parking lot with housing seemed to perfectly express the tension between people and cars, housing and parking, and how much relative importance our society places on each. And so the task became to find the right parking lot. At first, I assumed my housing would be occupying the parking lot in some literal way, on the ground, so I looked for a lot that was as big, coherent, and simple as possible within the bounds of the Cumberland area I had already identified as my area of study. That parking lot was very clearly the one serving the Akers Mill shopping center. Having found the parking lot, I began experimenting with different ways of using the pattern of the parking spaces to create a grid on which to draw my housing units. This effort resulted in a serious tension between how much parking should be preserved and how nice it would actually be to live in a parking lot, in the shadow of big-box stores with their big, loud signs on the front. I was violating one of the cardinal rules of suburbia: separation of commercial from residential.

After some checking into the zoning ordinance for Cobb County, I discovered that there already wasn't enough parking at Akers Mill (according to code; in practice, there's way too much), meaning that there was no space for housing on the ground, unless the law were to be changed. So I simply moved the housing up thirty feet above the parking lot. This allowed me to recreate the separation of uses so necessary to successful suburbia without gobbling up more land. It allowed me to work within the confines of existing parking requirements and to create a residential world above that is almost completely unaware of the commercial landscape below it. This means that I have essentially just placed one half of suburbia – neighborhoods of houses – above the other half – big box shopping centers – thereby doubling land use efficiency without sacrificing *any* of the amenities expected from either program. This move also implicitly critiques the nature of the zoning code: by going to great lengths to allow code-required space for cars while creating space for housing, I am at the same time suggesting that the law over-values the car at the expense of sustainable building patterns.

Mid-way through the Thesis Project, I discovered the necessary yin to Conspicuous Space's yang: Invisible Separation. Conspicuous Space is the idea that the wasted spaces of suburbia are not completely wasted: they communicate an abundance, or an ability to waste. It is through the creation of vast spaces that we communicate our affluence in that we have the means to create and maintain those vast spaces. (Of course, we are coming to learn that we no longer have that ability, which is where projects like this thesis come in to propose compelling ways to put that Conspicuous (wasted) Space to better use.) However, the same facts that have allowed vast open spaces (such as parking lots) to proliferate – super-cheap land, outdated zoning laws, heavily subsidized automo-

mobile transportation, and bad tax incentives – have also allowed the opposite to proliferate: Invisible Separation, the idea that different land uses should be completely unaware of each other, thereby preserving the purity of each and preventing a massive collision of different scales (even a McMansion looks fairly modest when placed within view of a SuperTarget). This separation requires enough land to be able to sufficiently prevent one programmatic ghetto from being in any way aware of another. It's okay to live in a neighborhood right behind a shopping center, so long as you would never be able to tell, from within the neighborhood, that the shopping center exists. Around Atlanta, that Invisible Separation is achieved largely by the ever-presence of trees, which form a suburban poche, a mass from which is cut the voids of human inhabitation, with the left-over mass (trees) serving as a natural barrier between different suburban realms. This project acknowledges both sides of the coin – Conspicuous Space and Invisible Separation – by expressing itself as one massive building to the commercial space on the ground and then expressing itself as many individual houses within the residential area above, with the perimeter of the residential area being lined with trees and green public space – such as a soccer field, tennis courts and a community garden – to cut off sight lines to the outside world. As another example of intentional contradiction, however, there are office towers right across the street that no tree could completely hide from view, thereby exposing the trick and slowly cluing the inhabitant back into the reality of life in a city, even of the edge variety.

In short, this project is about maintaining the suburban ideal – rugged individualism, privacy, mobility – while mitigating its liabilities – isolation, distance, and automobile dependance - by building residential neighborhoods in currently underutilized space.



**CONSPICUOUS SPACE**  
parking lot  
suburbanism

**IAN NICHOLSON**

David Salomon  
Jean-François Bédard

ARC505 Thesis Preparation  
Undergraduate 2010

Monotony of any kind is **debilitating**.

Chermayeff, Serge. *Community and Privacy*. New York: Doubleday & Co., Inc., 1963. 84.

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...like ostriches, many architects, and town planners prefer to ignore the suburb, hoping somehow that the suburb will prove as inconsequential as it is distasteful  
...**the suburb, not the city, is ubiquitous in modern American life**  
...unless we confront the suburb directly – by understanding both its hold on the American imagination and its liabilities –  
**the liabilities will overwhelm us!**

Duany, Andres, and Plater-Zyberk Elizabeth. *Towns and Town-Making Principles*. Ed. Alex Krieger. New York: Rizzoli International Publications, 1991. 10.

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## introduction

...while Americans keep dreaming of a good place to live, many of our dreams – to live in the presence of nature; to live near city and country; to own and control our own property; to have constant freedom of movement; to move up; to move away; to start again; to portray our individuality; to cherish our privacy –  
**all tend to work against establishing good communities in which to live.**

Duany, Andres, and Plater-Zyberk Elizabeth. *Towns and Town-Making Principles*. Ed. Alex Krieger. New York: Rizzoli International Publications, 1991. 11.

1

In almost all communities designed since 1950, it is a practical impossibility to go about the ordinary business of living without a car. This at once disables children under the legal driving age, some elderly people, and those who cannot afford the several thousand dollars a year that it costs to keep a car.

...the new suburban sprawl has become abjectly dependant upon a single form, the private motor car, whose extension has devoured the one commodity the suburb might rightly boast: space. Instead of buildings set in a park, we now have buildings set in a parking lot.

As soon as the suburban pattern became universal the virtues it at first boasted began to disappear ...presently the suburbanite had the advantages of neither society nor solitude.

What can be accomplished without a car?

In a city: everything. In a suburb: nothing.

Without a car, one cannot escape the city.

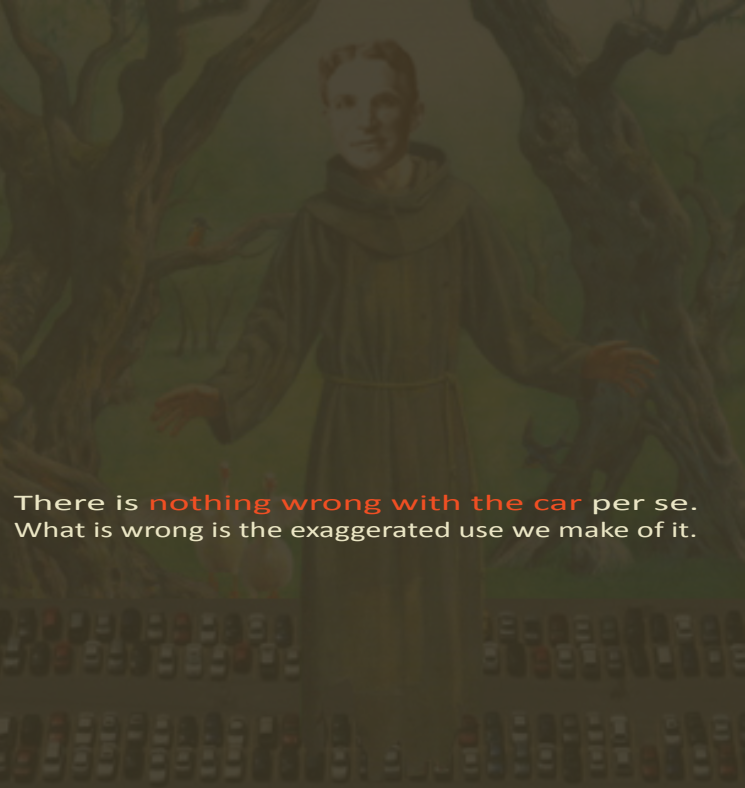
Without a city, one cannot escape the car.

Neither city nor suburb is an ideal habitat.

The city has no nature. The suburb has no culture.

What's good about the suburbs?

According to economics: houses.



There is **nothing wrong with the car** per se.  
What is wrong is the exaggerated use we make of it.

...the current American way of life is founded not just on motor transportation but on the **religion of the motorcar**, and the sacrifices that people are prepared to make for this religion stand outside the realm of rational criticism.

The American dream has long been "own's own house with a private yard."

An acre and a mule for every free citizen.

But this dream has created distance.

A nightmare of endless commutes and oil addiction.

What if we could bridge that distance?

Without reverting to the 'city.'

What if the suburbs "are almost all right?"

What should we move, and where should we move it?

Perhaps instead of building our subdivisions of mass-customized dream homes in rapidly disappearing virgin forests, grasslands, farmlands, and other productive ...we must think of **a new form of the city**, which will have the biological ecosystems, we could find a place that is already underused, ugly, obsolete, and vast. Sound familiar? How about surface parking lots! advantages of the suburb, the social advantages of the city, By relocating the single-family house into the parking lot of the shopping center, (I contend that) a place is created that is neither city nor suburb; it is both city and new esthetic delights that will do justice to both modes. and suburb. A place that is neither sprawling nor dense; it is sprawling and dense. This type will neither occupy nor preserve the conspicuous space of the **There is no lack of underutilized property within** consumerist suburb; it will both occupy and preserve it. Just as the “motorized city that tries to overcome distance... tries to make distance at the same time,” **the built-up areas of most American cities.** this new place will be both space and object, figure and field, community and privacy. Is it a parking lot or is it a suburban neighborhood? Both. And neither. Accepting the fact **the car will be with us in one form or another,** Where are the lines drawn between public and private? They are not drawn, but inferred. This type is meant to be both ubiquitous and pliable, both subtle and what options exist for reducing its footprint, or mitigating overbearing; just like the separate types that it is consuming (house and big box). This place shall remain nameless, open-ended, and subject to interpretation, **the unsightliness of fields of asphalt parking?** just like the environment it is to inhabit (the city outside the city). This place is not meant to replace, but to exist in parallel and serve as an alternative to the single-use-zoned suburb, the traditional city, the modern downtown, and whatever other settlement patterns the future holds. With this thesis I mean simply to add another item to the menu of urban conditions from which the discerning consumer of space and habitat will choose his preferred built environment. Hopefully, if this kind of scheme were realized in the real world, it would help to slow suburban sprawl and positively impact the built environment and the natural environment that supports it. However, this thesis is concerned explicitly with the ability of this strategy to be an architecturally viable alternative to more straightforward schemes of simple re-urbanization, as the New Urbanists would propose. Consumerism is not being questioned here. Automobility is not being questioned here. I simply mean to argue that the vast amounts of space wasted by suburban parking lots could be used as a viable alternative site to the **virgin wilderness or farmland, and that those parking lots have inherent architectural qualities that are worth investigating.**

put simply...

Locating neighborhoods of housing in currently underutilized surface parking lots which serve successful commercial shopping centers and big box stores can synergistically improve the American suburb by allowing opportunities to

while mitigating its problems  
automobile dependence, distance, and isolation.

maintain the suburban ideal  
rugged individualism, privacy, and mobility

# CONSPICUOUS SPACE

big  
vast  
plenty of parking  
distance  
promise of escape  
convenient  
informal  
ugly  
accomodating  
instant communication  
10-lane highways  
unnering  
elbow room  
comfortable  
room for everyone  
impermanent  
because we can  
high speed  
sprawl  
visible horizon  
practical  
savannas of asphalt  
fields of grass  
consumerist  
sub-urban  
space for change

# CONTENTS

IDEA	4 a brainstorm	PRECEDENT
CUMBERLAND	3 a survey	MORROW
WIELAND	2 a study	RUSCHA
HOUSE	1 a sketch	STORE

store  
asnouy

The men, women, and children of suburbia are  
*seldom quite together, and never quite alone.*

1

Chermayeff, Serge. *Community and Privacy*. New York: Doubleday & Co., Inc., 1963. 69.

a simplistic, generic, instinctual sketch...

store  
asnouy

0



house

A genuine **variety** in daily experience **is missing.**

we will begin with instinct.

i created the following diagrams, but i did not invent them.

they are products of my memory, the engrained impressions of suburbia that have accumulated from a life lived completely within its borders.

the diagrams and the elements in them are meant as generalizations.

specific instances of **HOUSE** and **STORE** are sure to deviate in numerous ways.

by analyzing these types through prejudice, i am confronting not only my own assumptions, but my assumptions about the assumptions of others and making them explicit for all to see.

by comparing the two types, i am establishing a dialogue between them.

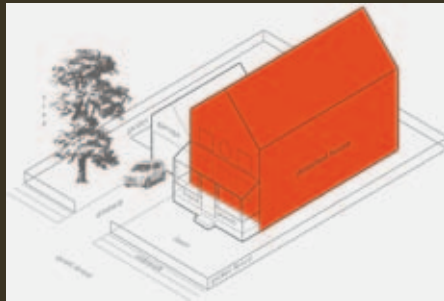
this dialogue will be the subtext in all that follows: which elements are similar, which elements are unique, which elements are unnecessary to the diagram...

**WHEN THESE TWO TYPES COLLIDE, WHAT IS LEFT?**

store

DETACHED HOUSE

the basic building block of residential suburbia. only communists share walls with neighbors.



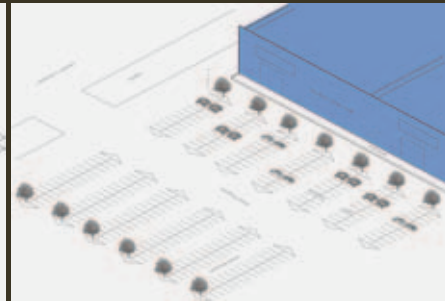
PITCHED ROOF

keeps the weather out. usually very elaborately shaped with gables, hips, and pitch changes. it is never flat, and it is always shingles. only communists live in Modern flat-roofed houses.



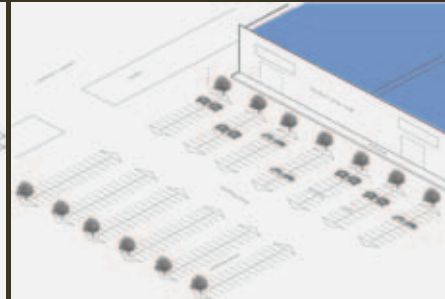
GARAGE

a house for the car. usually full of tools and bicycles. only communists and poor people park on the street.



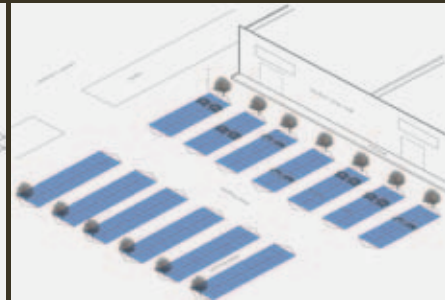
BIG BOX

basically a warehouse, except with a bigger sign and the stuff on the inside is pleasantly arranged and displayed. the bigger the box, the more stuff, the fewer stops need to be made while running errands. anything more architecturally interesting means higher prices.



FLAT ROOF

again, economics: anything more interesting means higher prices.



PARKING STALLS

number and size determined by zoning codes. the more the better. peak demands must be accommodated.

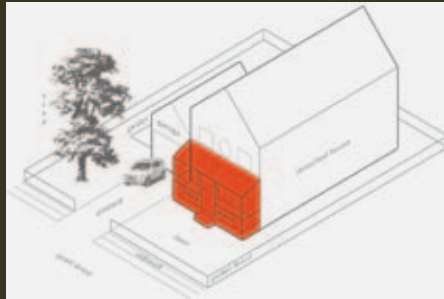
FRONT DOOR

ceremonial, rarely used. people usually enter through the garage. only criminals climb in through the window or come in the back door.



FRONT PORCH

place for watching street life and casually socializing with neighbors. it's been shrinking over the years. only criminals hang out on the street.



DRIVEWAY

first meant as a way to get to the garage, it has become the residential parking lot. it's been getting bigger over the years, accomodating more cars and turnaround spaces. only poor people (and communists) park on the grass, that oh-so-holy grass.



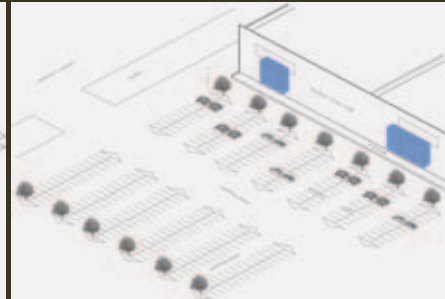
CUSTOMER ENTRANCE

always under the big sign, usually the only articulated piece on the exterior. really big boxes might even have two.



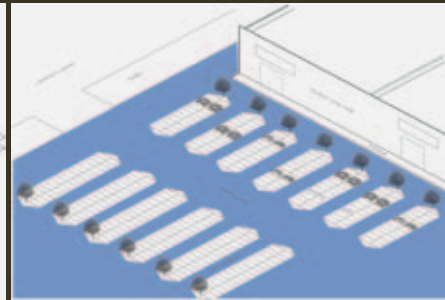
ENTRANCE VESTIBULE

a place to put carts and vending machines. you're not supposed to hang out there, nor would you really want to.



PARKING DRIVEWAYS

circulation system for self-parking. dimensions determined by code to allow even the worst driver to comfortably navigate the asphalt savanna.



YARD

one acre and a mule...  
without the mule.  
only poor people and  
communists own mules.



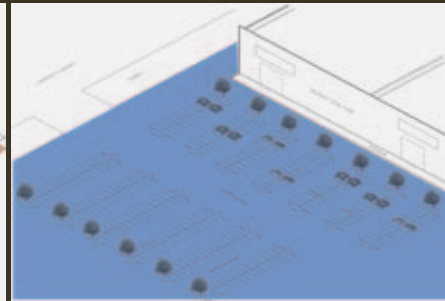
GARDEN

a little piece of Eden, forever at  
war with the rabbits. gardens  
are rarely producing significant  
amounts of food. only communists  
and hippies grow their own food.



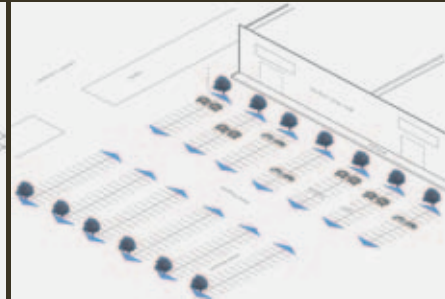
FENCE

a place to put your Beware of Dog  
sign. the physical borderline  
between you and those pesky  
neighbors. this is how you proclaim  
your private property. and as we all  
know, only communists don't own  
private property.



PARKING LOT

fields of asphalt produce the  
conspicuous space of the  
cosumerist strip in  
commercial suburbia.  
space is abundant, prices are low.  
god bless america.



LANDSCAPING

some shade in the savanna. a way  
to maintain the illusion of town  
in the country. the colors of  
flowers sometimes play well with  
the colors of automobiles.



BUFFER

sometimes concrete, sometimes  
grass, usually meant as a  
drainage device and a way to  
separate the calm of the parking  
lot (store plaze) from the roar of  
the arterial thoroughfare.

QUIET STREET

in a quiet neighborhood in a quiet town, the street is to be avoided unless in a car. a wide street serves the other purpose of providing more distance between yourself and the neighbors. only communists live close to their neighbors.



SIDEWALK

if its not a jogger or a kid on a bicycle, it probably shouldn't be here. it is used only for these purposes as civilized transportation occurs only in cars. only poor people and criminals use the sidewalk to walk from one house to another.



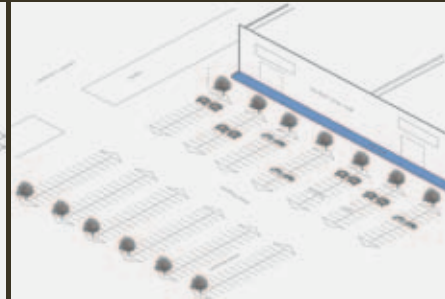
TREE

rarely an Elm (too soon?), the tree provides shade, visual separation from the neighbors, and a place for the kids to climb around. communists don't like trees; they find them to be pretentious.



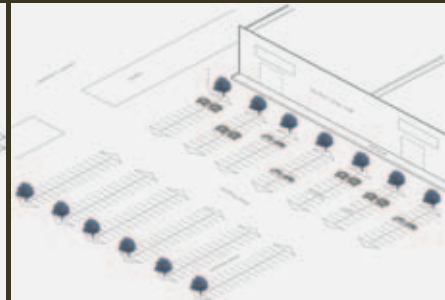
BUSY ARTERIAL

a precondition for a successful commercial strip. the more traffic the better (up to a point). people must be able to see the sign on the big box from the arterial at whatever speed they may be going, or the fate of the strip is sealed.



SIDEWALK

not for actual walking. just a place to put carts and rides for small children. separates the customer entrance from the cars in the parking driveways.



TREES

not necessary, but can make the lot more attractive. must be short species, so as not to block the signs on the stores.

an apology to our communist readers, poor people, and criminals:

the american suburbs came of age during the height of the cold war.

the influence of the red scare on the form of our american habitat cannot be underestimated.

case in point: possibility of a nuclear war was a major justification for the interstate system. (if nuclear war breaks out, it's already too late; some roads won't save you.)

communism is no longer a credible threat to our great union, but luckily 9/11 gave us a new "other" to fear and organize our society around opposing. so perhaps, replace every "communist" in the preceding diagrams with "terrorist" and you will have a more current expression of american prejudices. it is not rational, but neither is fear or prejudice.

poor people and criminals are still feared.

this is a timeless prejudice.

step one of establishing yourself in civilized society is to make clear through whatever means necessary that you are neither poor nor a criminal.

and then you can worry about not being a communist (or terrorist, or whatever the fashionable thing to fear happens to be)

the house is the main place to communicate these social demands to others and to yourself.

clearly, people are generally not thinking to themselves, "gee, i really don't want people to think i'm a communists/terrorist/criminal/poor person...what kind of house should i buy to convince them i'm not?"

the social signifiers are well enough engrained in our collective psyche that this thought is not necessary.

## (...an aside)

these prejudices may be caricatured and comical, but they are intended to dig up the deep roots of the elements of suburban neighborhoods.

in this project, people's desires and fears matter.

in this book, the *desires* will be addressed by studying the elements of the most desired housing. in the design project, the *fears* will be addressed by adhering to the basic principles of defensible space.

house store  
wieland ruscha  
eujshn

using differences in a field of likeness

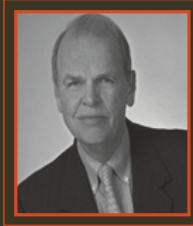
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Leven, Steve, and Betts, Stella. Leven Betts: Pattern Recognition. New York: Princeton Architectural Press, 2009. 9.

a methodical, specific, structural study...

house store  
wieland ruscha  
eujshn

0



john wieland

winner of america's best builder award, national housing quality award, national builder of the year, and jd power's highest rank in customer satisfaction with new homebuilders in atlanta and charlotte,

builds luxury homes in atlanta, charleston, charlotte, nashville, and raleigh, since 1970.

a harvard business school graduate, he runs a vertically integrated operation with numerous support companies covering everything from architecture to mortgages, all "in-house" (forgive the pun).

the following model homes were created by the architecture group at john wieland homes, which is constantly shifting things around, adding, changing, and removing plans, and crafting new elevations to be pasted onto a number of plans. the following collection, though long, is not comprehensive.

the customer picks his dream home from the catalog and proceeds to the john wieland design center to choose, mix-and-match, and customize everything from baseboards to roof shingle.

### BUT WHAT IS THE UNDERLYING CHASSIS ON WHICH ALL THESE PIECES ARE ASSEMBLED?

all plans, photos, marketing slogans, and names were taken from jwhomes.com



ed ruscha

a pop artist active in the 1960s and 70s

published in 1967 a book entitled *thirty four parking lots* in which he shows 34 aerial photos of parking lots that he took from a helicopter in los angeles.

there is something both intriguing and upsetting about these photos and what they represent. their beauty is firmly grounded in the ludicrous.

these photos are used as backgrounds for the study of wieland houses as a way to introduce the idea of housing in the parking lot in a graphic way.

the sections under all of the pages are sections taken through the parking lot that is in the background above.

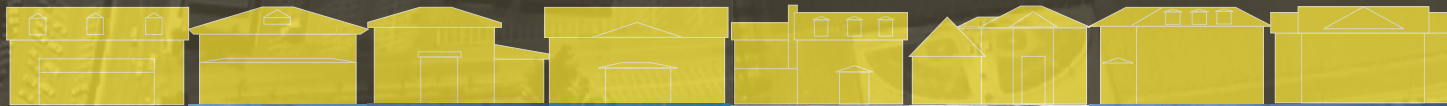
each section is then impregnated with one elevation diagram of a house on that page, roughly to scale, to study the potential relationship in as simple and straightforward a way as possible.

### CAN THE WIELAND STYLE OF HOUSING FIT INTO A PARKING LOT?

all photos were taken from Ed Ruscha's *Thirty-Four Parking Lots*



# AMERICAN CLASSIC



garston bentworths inclairashbourne piedmont slaton grayson thomaston



collierville lindbergh chaucers sandhurst vermeer chancery at wood

house wieland

ruscha store

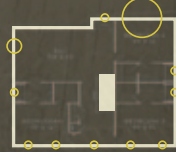
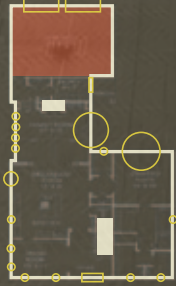
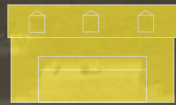
Timeless Homes. Uniquely Yours. Own a truly timeless home uniquely designed for you. American Classic Homes by John Wieland offer stately elevations with a variety of charming and enduring design characteristics to ensure that each home is truly exclusive to the buyer's taste and lifestyle. Match one of our classically inspired elevations with the floor plan that's perfect for your family to create a one-of-a-kind home, distinctively suited to the way you want to live.

2

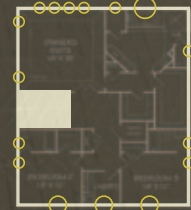
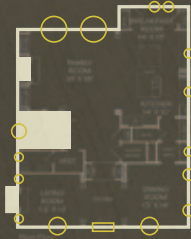


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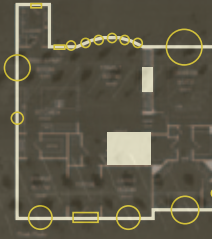
# AMERICAN CLASSIC



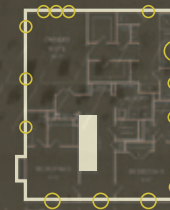
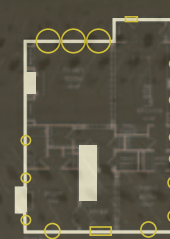
garston



bentworth



sinclair



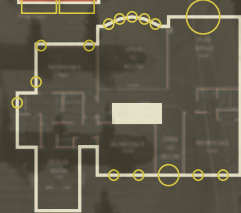
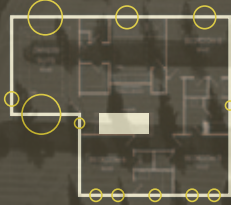
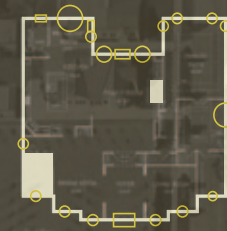
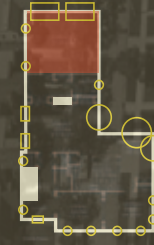
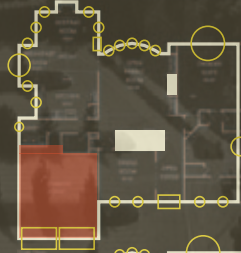
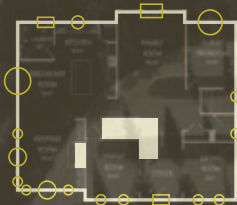
ashbourne

house  
wieland

ruscha  
store



# AMERICAN CLASSIC



piedmont

slaton

grayson

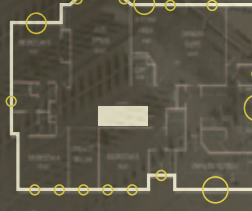
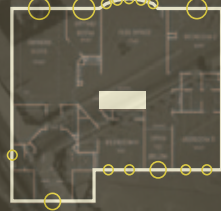
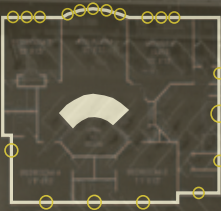
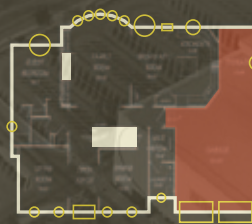
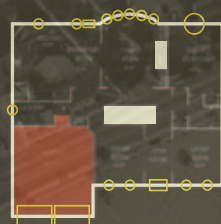
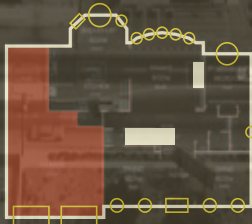
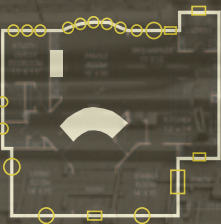
thomaston

wieland  
house

ruscha  
store



# AMERICAN CLASSIC



collier

valiant

lindbergh

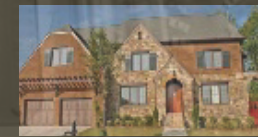
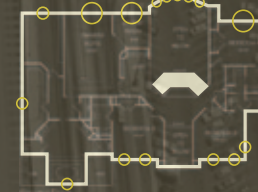
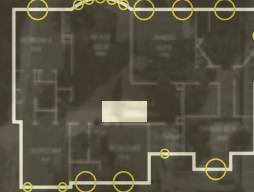
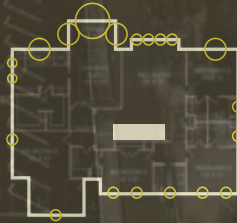
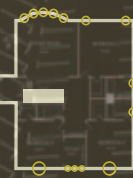
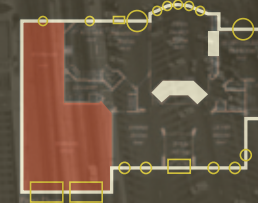
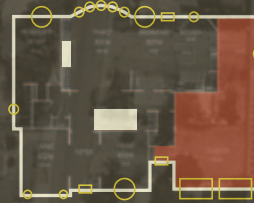
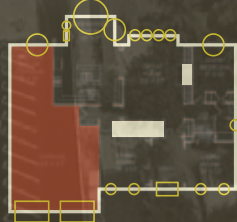
chaucer

wieland  
house

ruscha  
store



# AMERICAN CLASSIC



sandhurst

vermeer

chancery

atwood

house  
wieland

ruscha  
store

2



6



CONSPICUOUS SPACE  
parking lot  
suburbanism

IAN NICHOLSON

David Salomon  
Jean-François Bédard

ARC505 Thesis Preparation  
Undergraduate 2010

Monotony of any kind is **debilitating**.

Chermayeff, Serge. *Community and Privacy*. New York: Doubleday & Co., Inc., 1963. 84.

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...like ostriches, many architects, and town planners prefer to ignore the suburb, hoping somehow that the suburb will prove as inconsequential as it is distasteful  
...the suburb, not the city, is ubiquitous in modern American life  
...unless we confront the suburb directly – by understanding both its hold on the American imagination and its liabilities –  
**the liabilities will overwhelm us!**

Duany, Andres, and Plater-Zyberk Elizabeth. *Towns and Town-Making Principles*. Ed. Alex Krieger. New York: Rizzoli International Publications, 1991. 10.

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## introduction

...while Americans keep dreaming of a good place to live, many of our dreams – to live in the presence of nature; to live near city and country; to own and control our own property; to have constant freedom of movement; to move up; to move away; to start again; to portray our individuality; to cherish our privacy –  
all tend to work against establishing good communities in which to live.

Duany, Andres, and Plater-Zyberk Elizabeth. *Towns and Town-Making Principles*. Ed. Alex Krieger. New York: Rizzoli International Publications, 1991. 11.

1

In almost all communities designed since 1950, it is a practical impossibility to go about the ordinary business of living without a car. This at once disables children under the legal driving age, some elderly people, and those who cannot afford the several thousand dollars a year that it costs to keep a car.

...the new suburban sprawl has become abjectly dependant upon a single form, the private motor car, whose extension has devoured the one commodity the suburb might rightly boast: space. Instead of buildings set in a park, we now have buildings set in a parking lot.

As soon as the suburban pattern became universal the virtues it at first boasted began to disappear ...presently the suburbanite had the advantages of neither society nor solitude.

What can be accomplished without a car?

In a city: everything. In a suburb: nothing.

Without a car, one cannot escape the city.

Without a city, one cannot escape the car.

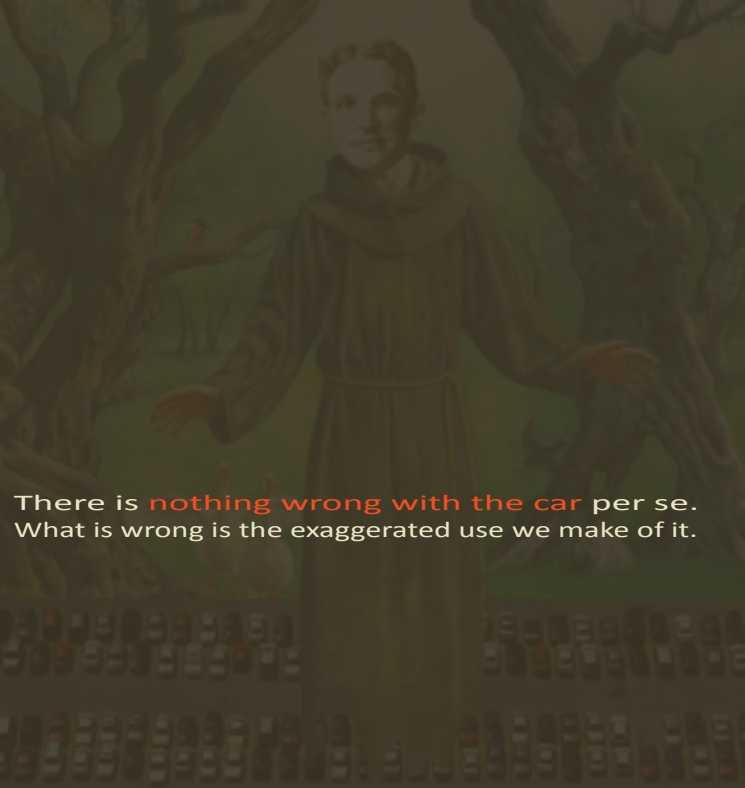
Neither city nor suburb is an ideal habitat.

The city has no nature. The suburb has no culture.

What's good about the suburbs?

According to economics: houses.





There is **nothing wrong with the car** per se.  
What is wrong is the exaggerated use we make of it.

...the current American way of life is founded not just on motor transportation but on the **religion of the motorcar**, and the sacrifices that people are prepared to make for this religion stand outside the realm of rational criticism.

The American dream has long been "own's own house with a private yard."

An acre and a mule for every free citizen.

But this dream has created distance.

A nightmare of endless commutes and oil addiction.

What if we could bridge that distance?

Without reverting to the 'city.'

What if the suburbs "are almost all right?"

What should we move, and where should we move it?

Perhaps instead of building our subdivisions of mass-customized dream homes in rapidly disappearing virgin forests, grasslands, farmlands, and other productive ...we must think of **a new form of the city**, which will have the biological ecosystems, we could find a place that is already underused, ugly, obsolete, and vast. Sound familiar? How about surface parking lots! advantages of the suburb, the social advantages of the city, By relocating the single-family house into the parking lot of the shopping center, (I contend that) a place is created that is neither city nor suburb; it is both city and new esthetic delights that will do justice to both modes. and suburb. A place that is neither sprawling nor dense; it is sprawling and dense. This type will neither occupy nor preserve the conspicuous space of the **There is no lack of underutilized property within** consumerist suburb; it will both occupy and preserve it. Just as the “motorized city that tries to overcome distance... tries to make distance at the same time,” **the built-up areas of most American cities.** this new place will be both space and object, figure and field, community and privacy. Is it a parking lot or is it a suburban neighborhood? Both. And neither. Accepting the fact **the car will be with us in one form or another,** Where are the lines drawn between public and private? They are not drawn, but inferred. This type is meant to be both ubiquitous and pliable, both subtle and what options exist for reducing its footprint, or mitigating overbearing; just like the separate types that it is consuming (house and big box). This place shall remain nameless, open-ended, and subject to interpretation, **the unsightliness of fields of asphalt parking?** just like the environment it is to inhabit (the city outside the city). This place is not meant to replace, but to exist in parallel and serve as an alternative to the single-use-zoned suburb, the traditional city, the modern downtown, and whatever other settlement patterns the future holds. With this thesis I mean simply to add another item to the menu of urban conditions from which the discerning consumer of space and habitat will choose his preferred built environment. Hopefully, if this kind of scheme were realized in the real world, it would help to slow suburban sprawl and positively impact the built environment and the natural environment that supports it. However, this thesis is concerned explicitly with the ability of this strategy to be an architecturally viable alternative to more straightforward schemes of simple re-urbanization, as the New Urbanists would propose. Consumerism is not being questioned here. Automobility is not being questioned here. I simply mean to argue that the vast amounts of space wasted by suburban parking lots could be used as a viable alternative site to the **virgin wilderness or farmland, and that those parking lots have inherent architectural qualities that are worth investigating.**

put simply...

Locating neighborhoods of housing in currently underutilized surface parking lots which serve successful commercial shopping centers and big box stores can synergistically improve the American suburb by allowing opportunities to

while mitigating its problems  
automobile dependence, distance, and isolation.

maintain the suburban ideal  
rugged individualism, privacy, and mobility

# CONSPICUOUS SPACE

big  
vast  
plenty of parking  
distance  
promise of escape  
convenient  
informal  
ugly  
accomodating  
instant communication  
10-lane highways  
unnering  
elbow room  
comfortable  
room for everyone  
impermanent  
because we can  
high speed  
sprawl  
visible horizon  
practical  
savannas of asphalt  
fields of grass  
consumerist  
sub-urban  
space for change

# CONTENTS

IDEA	4 a brainstorm	PRECEDENT
CUMBERLAND	3 a survey	MORROW
WIELAND	2 a study	RUSCHA
HOUSE	1 a sketch	STORE

store  
asnouy

The men, women, and children of suburbia are  
*seldom quite together, and never quite alone.*

1

Chermayeff, Serge. *Community and Privacy*. New York: Doubleday & Co., Inc., 1963. 69.

a simplistic, generic, instinctual sketch...

store  
asnouy

0

house

A genuine **variety** in daily experience **is missing.**

we will begin with instinct.

i created the following diagrams, but i did not invent them.

they are products of my memory, the engrained impressions of suburbia that have accumulated from a life lived completely within its borders.

the diagrams and the elements in them are meant as generalizations.

specific instances of **HOUSE** and **STORE** are sure to deviate in numerous ways.

by analyzing these types through prejudice, i am confronting not only my own assumptions, but my assumptions about the assumptions of others and making them explicit for all to see.

by comparing the two types, i am establishing a dialogue between them.

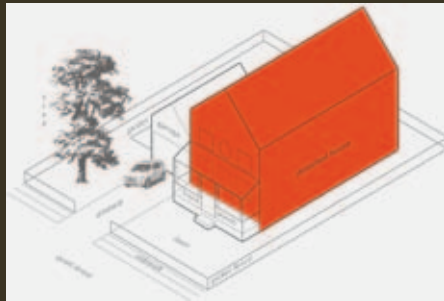
this dialogue will be the subtext in all that follows: which elements are similar, which elements are unique, which elements are unnecessary to the diagram...

**WHEN THESE TWO TYPES COLLIDE, WHAT IS LEFT?**

store

DETACHED HOUSE

the basic building block of residential suburbia. only communists share walls with neighbors.



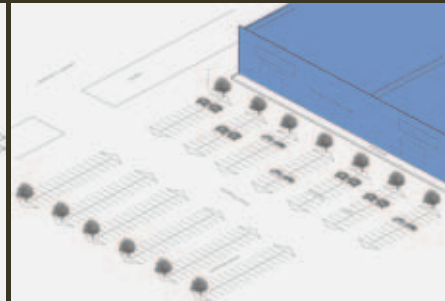
PITCHED ROOF

keeps the weather out. usually very elaborately shaped with gables, hips, and pitch changes. it is never flat, and it is always shingles. only communists live in Modern flat-roofed houses.



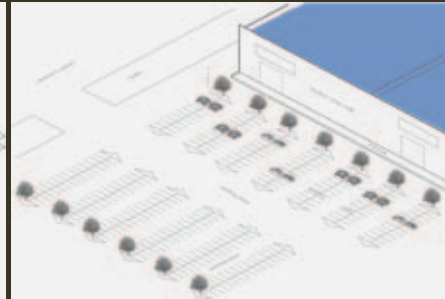
GARAGE

a house for the car. usually full of tools and bicycles. only communists and poor people park on the street.



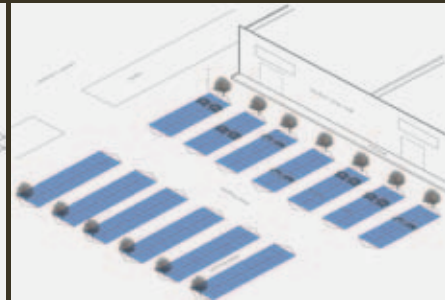
BIG BOX

basically a warehouse, except with a bigger sign and the stuff on the inside is pleasantly arranged and displayed. the bigger the box, the more stuff, the fewer stops need to be made while running errands. anything more architecturally interesting means higher prices.



FLAT ROOF

again, economics: anything more interesting means higher prices.



PARKING STALLS

number and size determined by zoning codes. the more the better. peak demands must be accommodated.



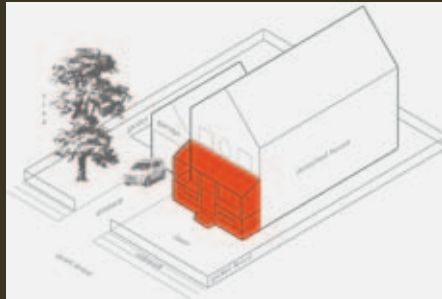
FRONT DOOR

ceremonial, rarely used. people usually enter through the garage. only criminals climb in through the window or come in the back door.



FRONT PORCH

place for watching street life and casually socializing with neighbors. it's been shrinking over the years. only criminals hang out on the street.



DRIVEWAY

first meant as a way to get to the garage, it has become the residential parking lot. it's been getting bigger over the years, accomodating more cars and turnaround spaces. only poor people (and communists) park on the grass, that oh-so-holy grass.



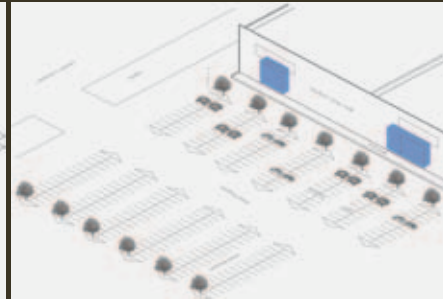
CUSTOMER ENTRANCE

always under the big sign, usually the only articulated piece on the exterior. really big boxes might even have two.



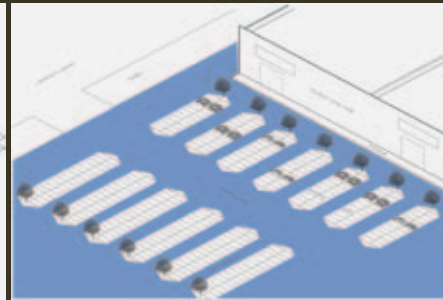
ENTRANCE VESTIBULE

a place to put carts and vending machines. you're not supposed to hang out there, nor would you really want to.



PARKING DRIVEWAYS

circulation system for self-parking. dimensions determined by code to allow even the worst driver to comfortably navigate the asphalt savanna.



YARD

one acre and a mule...  
without the mule.  
only poor people and  
communists own mules.



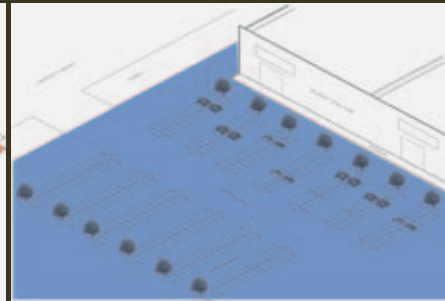
GARDEN

a little piece of Eden, forever at  
war with the rabbits. gardens  
are rarely producing significant  
amounts of food. only communists  
and hippies grow their own food.



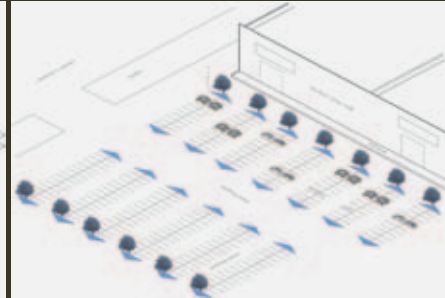
FENCE

a place to put your Beware of Dog  
sign. the physical borderline  
between you and those pesky  
neighbors. this is how you proclaim  
your private property. and as we all  
know, only communists don't own  
private property.



PARKING LOT

fields of asphalt produce the  
conspicuous space of the  
cosumerist strip in  
commercial suburbia.  
space is abundant, prices are low.  
god bless america.



LANDSCAPING

some shade in the savanna. a way  
to maintain the illusion of town  
in the country. the colors of  
flowers sometimes play well with  
the colors of automobiles.



BUFFER

sometimes concrete, sometimes  
grass, usually meant as a  
drainage device and a way to  
separate the calm of the parking  
lot (store plaza) from the roar of  
the arterial thoroughfare.

QUIET STREET

in a quiet neighborhood in a quiet town, the street is to be avoided unless in a car. a wide street serves the other purpose of providing more distance between yourself and the neighbors. only communists live close to their neighbors.



SIDEWALK

if its not a jogger or a kid on a bicycle, it probably shouldn't be here. it is used only for these purposes as civilized transportation occurs only in cars. only poor people and criminals use the sidewalk to walk from one house to another.



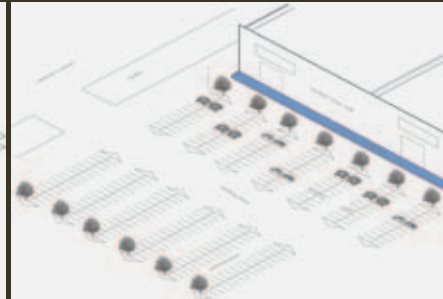
TREE

rarely an Elm (too soon?), the tree provides shade, visual separation from the neighbors, and a place for the kids to climb around. communists don't like trees; they find them to be pretentious.



BUSY ARTERIAL

a precondition for a successful commercial strip. the more traffic the better (up to a point). people must be able to see the sign on the big box from the arterial at whatever speed they may be going, or the fate of the strip is sealed.



SIDEWALK

not for actual walking. just a place to put carts and rides for small children. separates the customer entrance from the cars in the parking driveways.



TREES

not necessary, but can make the lot more attractive. must be short species, so as not to block the signs on the stores.

an apology to our communist readers, poor people, and criminals:

the american suburbs came of age during the height of the cold war.

the influence of the red scare on the form of our american habitat cannot be underestimated.

case in point: possibility of a nuclear war was a major justification for the interstate system. (if nuclear war breaks out, it's already too late; some roads won't save you.)

communism is no longer a credible threat to our great union, but luckily 9/11 gave us a new "other" to fear and organize our society around opposing. so perhaps, replace every "communist" in the preceding diagrams with "terrorist" and you will have a more current expression of american prejudices. it is not rational, but neither is fear or prejudice.

poor people and criminals are still feared.

this is a timeless prejudice.

step one of establishing yourself in civilized society is to make clear through whatever means necessary that you are neither poor nor a criminal.

and then you can worry about not being a communist (or terrorist, or whatever the fashionable thing to fear happens to be)

the house is the main place to communicate these social demands to others and to yourself.

clearly, people are generally not thinking to themselves, "gee, i really don't want people to think i'm a communists/terrorist/criminal/poor person...what kind of house should i buy to convince them i'm not?"

the social signifiers are well enough engrained in our collective psyche that this thought is not necessary.

## (...an aside)

these prejudices may be caricatured and comical, but they are intended to dig up the deep roots of the elements of suburban neighborhoods.

in this project, people's desires and fears matter.

in this book, the *desires* will be addressed by studying the elements of the most desired housing.

in the design project, the *fears* will be addressed by adhering to the basic principles of defensible space.

house store  
wieland  
ruscha  
eujshj

using differences in a field of likeness

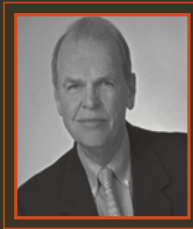
2

Leven, Steve, and Betts, Stella. Leven Betts: Pattern Recognition. New York: Princeton Architectural Press, 2009. 9.

a methodical, specific, structural study...

house store  
wieland  
ruscha  
eujshj

0



john wieland

winner of america's best builder award, national housing quality award, national builder of the year, and jd power's highest rank in customer satisfaction with new homebuilders in atlanta and charlotte,

builds luxury homes in atlanta, charleston, charlotte, nashville, and raleigh, since 1970.

a harvard business school graduate, he runs a vertically integrated operation with numerous support companies covering everything from architecture to mortgages, all "in-house" (forgive the pun).

the following model homes were created by the architecture group at john wieland homes, which is constantly shifting things around, adding, changing, and removing plans, and crafting new elevations to be pasted onto a number of plans. the following collection, though long, is not comprehensive.

the customer picks his dream home from the catalog and proceeds to the john wieland design center to choose, mix-and-match, and customize everything from baseboards to roof shingle.

### BUT WHAT IS THE UNDERLYING CHASSIS ON WHICH ALL THESE PIECES ARE ASSEMBLED?



ed ruscha

a pop artist active in the 1960s and 70s

published in 1967 a book entitled *thirty four parking lots* in which he shows 34 aerial photos of parking lots that he took from a helicopter in los angeles.

there is something both intriguing and upsetting about these photos and what they represent. their beauty is firmly grounded in the ludicrous.

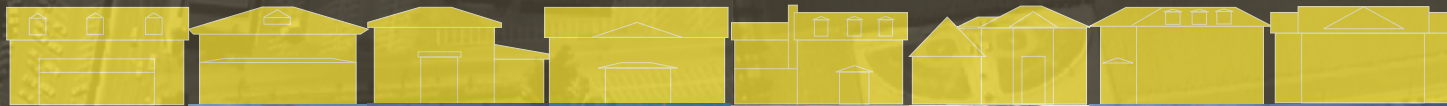
these photos are used as backgrounds for the study of wieland houses as a way to introduce the idea of housing in the parking lot in a graphic way.

the sections under all of the pages are sections taken through the parking lot that is in the background above.

each section is then impregnated with one elevation diagram of a house on that page, roughly to scale, to study the potential relationship in as simple and straightforward a way as possible.

### CAN THE WIELAND STYLE OF HOUSING FIT INTO A PARKING LOT?

# AMERICAN CLASSIC



garston bentworths inclairashbourne piedmont slatongrayson thomaston



colliervaliant lindbergh chaucersandhurstvermeerchanceryatwood

house wieland

ruscha store

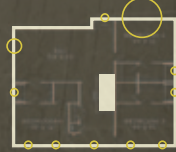
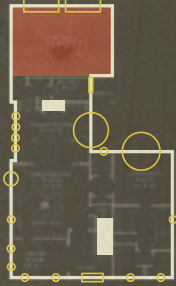
Timeless Homes. Uniquely Yours. Own a truly timeless home uniquely designed for you. American Classic Homes by John Wieland offer stately elevations with a variety of charming and enduring design characteristics to ensure that each home is truly exclusive to the buyer's taste and lifestyle. Match one of our classically inspired elevations with the floor plan that's perfect for your family to create a one-of-a-kind home, distinctively suited to the way you want to live.

2

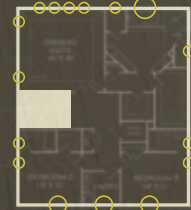
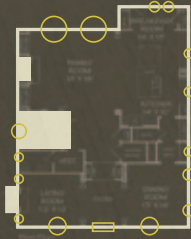


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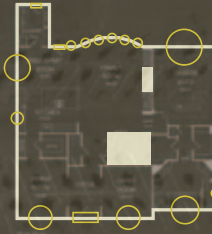
# AMERICAN CLASSIC



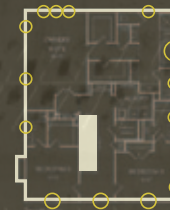
garston



bentworth



sinclair



ashbourne

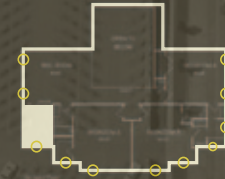
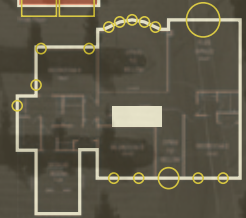
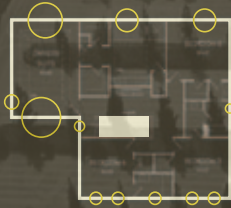
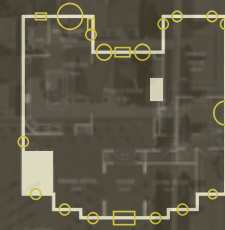
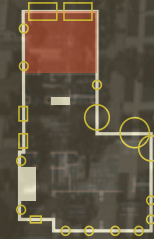
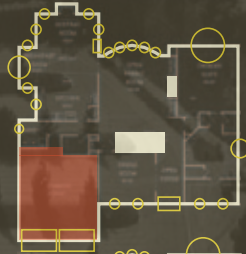
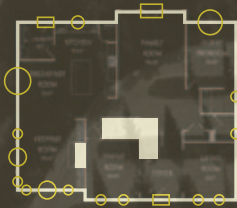
house  
wieland

ruscha  
store





# AMERICAN CLASSIC



piedmont

slaton

grayson

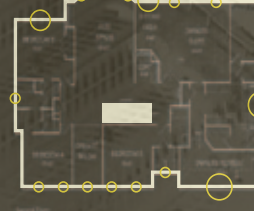
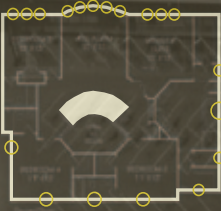
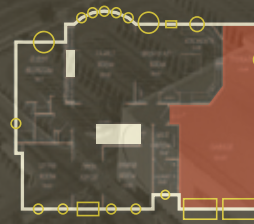
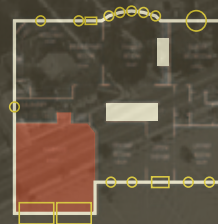
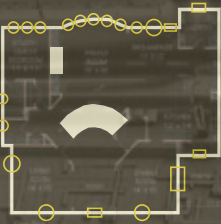
thomaston

wieland  
house

ruscha  
store



# AMERICAN CLASSIC



collier

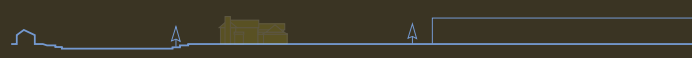
valiant

lindbergh

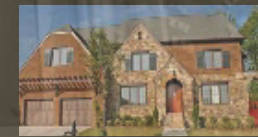
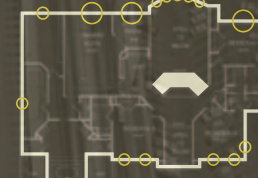
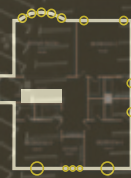
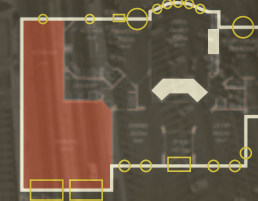
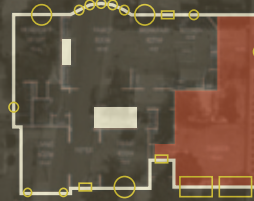
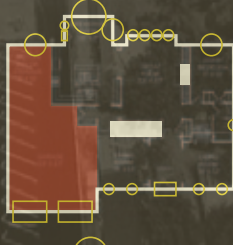
chaucer

wieland  
house

ruscha  
store



# AMERICAN CLASSIC



sandhurst

vermeer

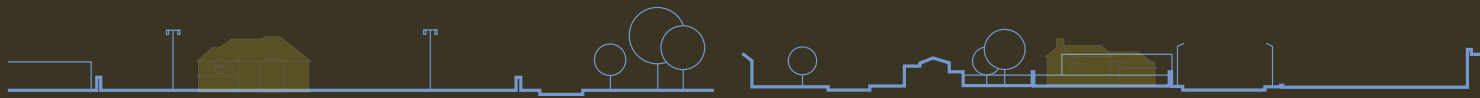
chancery

atwood

house  
wieland

ruscha  
store

2



6

# COLONNADE



telfair aldridge wilson collier strathmore washington winchester st. marlo



kensington whittington st. john cotswald

Rich authentic architecture. Exciting yet livable floor plans. Luxury appointments and quality craftsmanship. All come together to create a home that is as unique as you are. Experience homebuilding personalized as the attentive professionals at Colonnade work with you to build your dream home.

house wieland

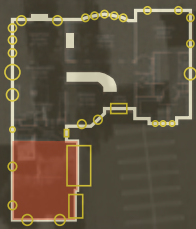
ruscha store

2

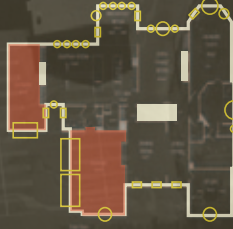


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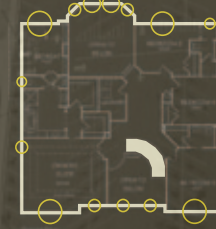
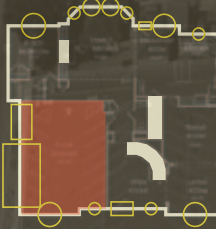
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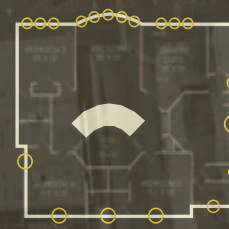
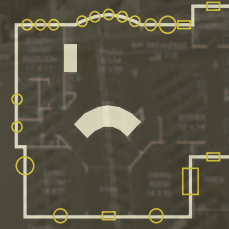
telfair



aldridge



wilson



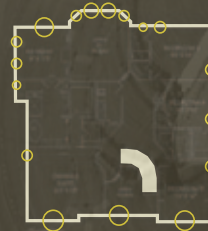
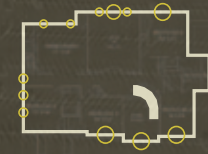
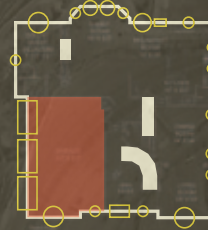
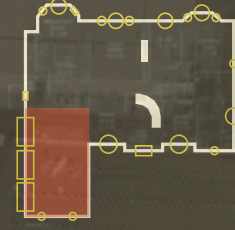
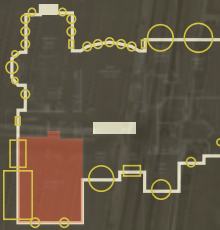
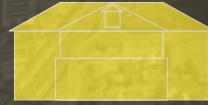
collier

house  
wieland  
house

ruscha  
store



# COLONNADE



strathmore

washington

winchester

st.marlo

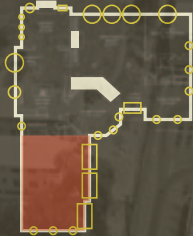
house  
wieland

ruscha  
store

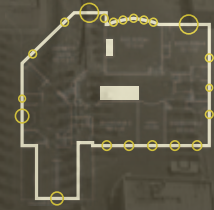
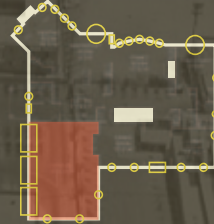


# COLONNADE

wieland  
house



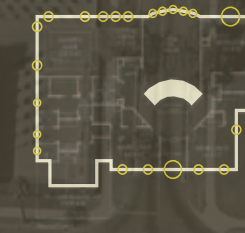
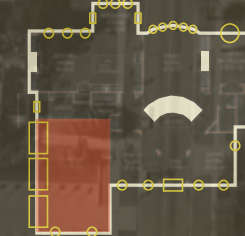
kensington



whittington

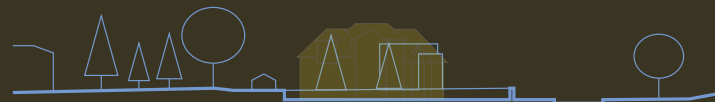


st.john



cotswald

ruscha  
store



# HABERSHAM



newburybrentmoorbrentleystratfordmanchesterspauldingsedgewickclairemont



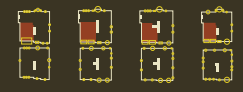
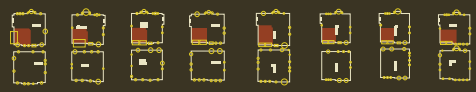
cambridgevertonexeteressex

house wieland

ruscha store

More Growing families need space - lots of space. That's why John Wieland created Habersham Homes with expansive plans that offer 2775 to 4000+ square feet of very livable space at very affordable prices. Space. Spacious plans include gracious owners suites, large secondary bedrooms and flexible bonus areas. Exceptional Value.

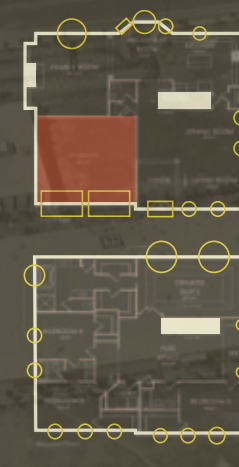
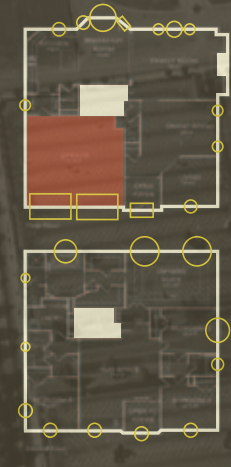
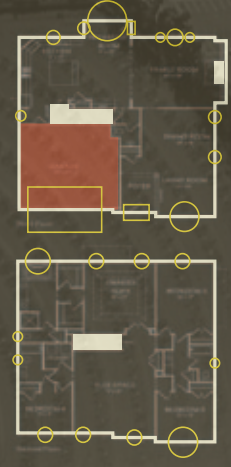
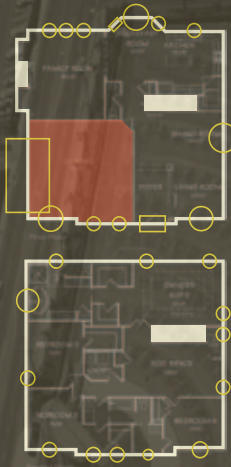
2



11



# HABERSHAM



newbury



brentmoor



brentley



stratford

house  
wieland

ruscha  
store

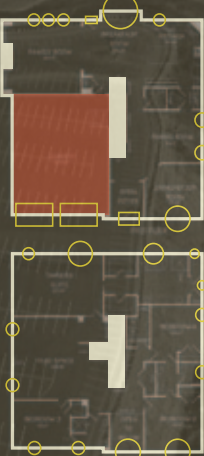


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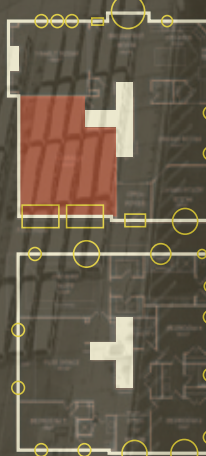
wieland  
house



manchester



spaulding



sedgewick

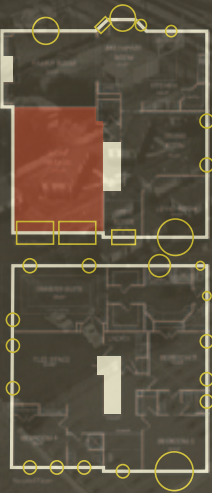


clairemont

ruscha  
store

# HABERSHAM

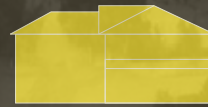
wieland  
house



cambridge



everton

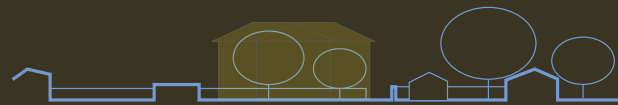


exeter



essex

ruscha  
store



# HERITAGE



gordon chandler franklin hampton clarksdale Cannon fairmont fredrick



clifton sterling summerville emerson hamilton colby mcintosh bradford



chesapeake alexander richmond hew haven granger gardner stockton crowfield

Charm of Yesteryear. Innovation of Today.  
 Inspired by classic homes of the past, John Wieland's Heritage Homes place a special emphasis on character of design and the streetscape. Welcoming front porches and watercolor exteriors combine with innovative and livable interiors to offer the best of yesterday and today. Choose from a variety of Craftsman, Colonial Revival and Victorian elevations, each designed with great attention to detail and cues taken from historic architecture.

house wieland

ruscha store

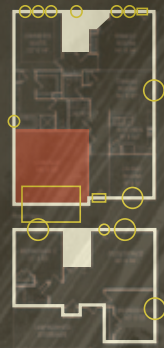
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15

# HERITAGE

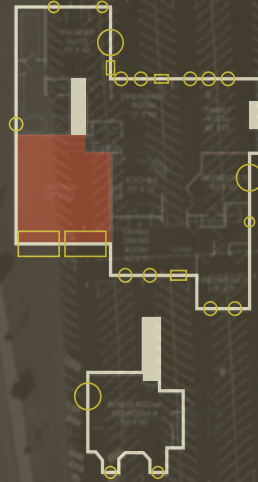
wieland  
house



gordon



chandler

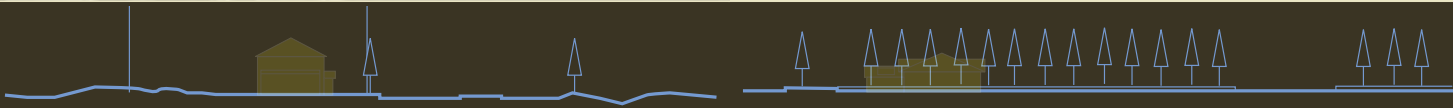


franklin

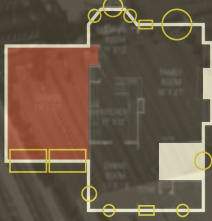


hampton

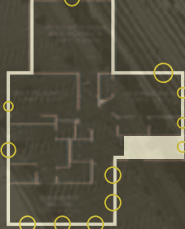
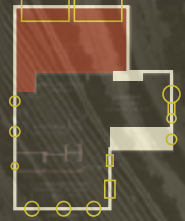
ruscha  
store



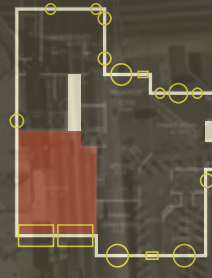
# HERITAGE



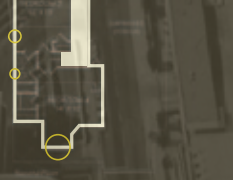
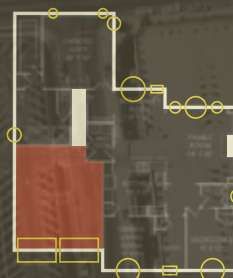
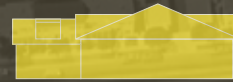
clarksdale



cannon



fairmont



fredrick

house  
wieland

ruscha  
store



# COLONNADE



telfair airdridge wilson collier strathmore washington winchester st. marlo



kensington whittington st. john notswald

Rich authentic architecture. Exciting yet livable floor plans. Luxury appointments and quality craftsmanship. All come together to create a home that is as unique as you are. Experience homebuilding personalized as the attentive professionals at Colonnade work with you to build your dream home.

house wieland

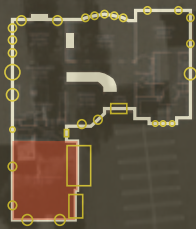
ruscha store

2

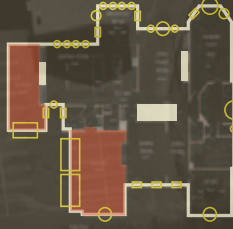


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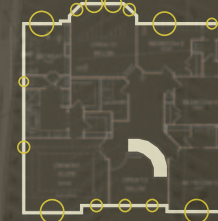
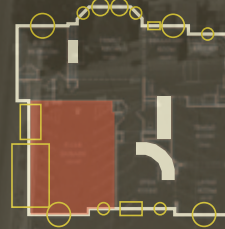
# COLONNADE



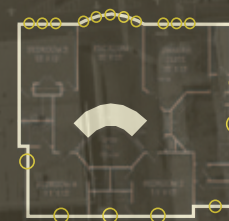
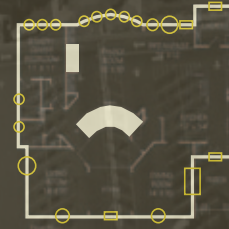
telfair



aldridge



wilson



collier

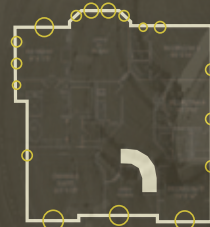
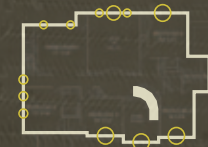
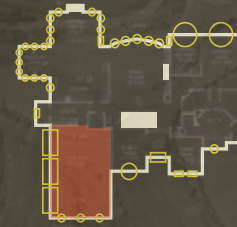
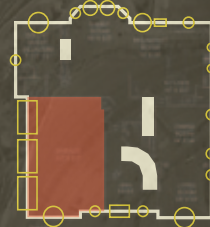
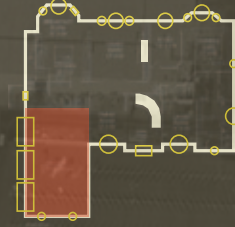
house  
wieland  
house

ruscha  
store





# COLONNADE



strathmore

washington

winchester

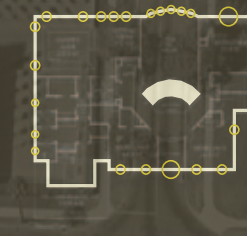
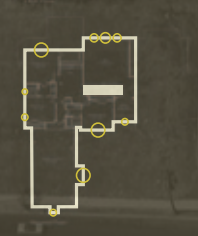
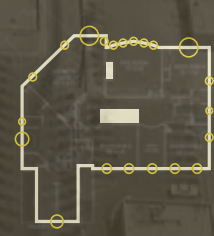
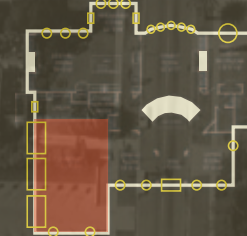
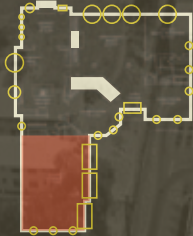
st.marlo

house  
wieland

ruscha  
store



# COLONNADE



kensington



whittington



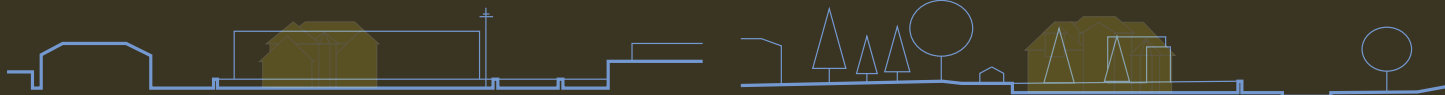
st.john



cotswald

house  
wieland

ruscha  
store



# HABERSHAM



newburybrentmoorbrentleystratfordmanchesterspauldingsedgewickclairemont



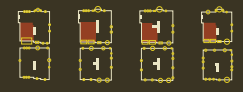
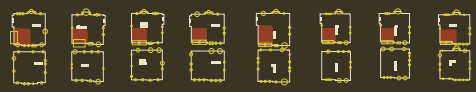
cambridgevertonexeteressex

house wieland

ruscha store

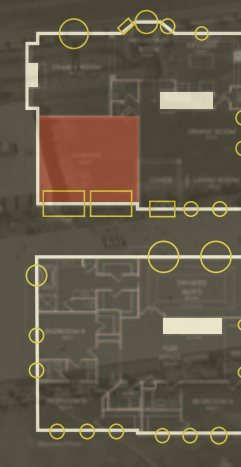
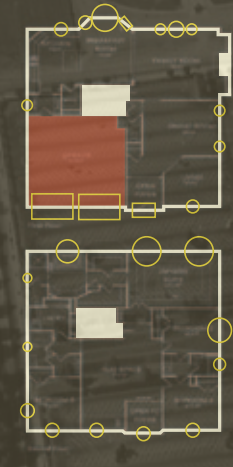
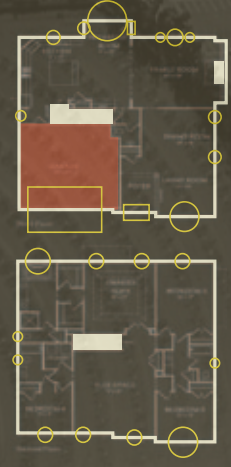
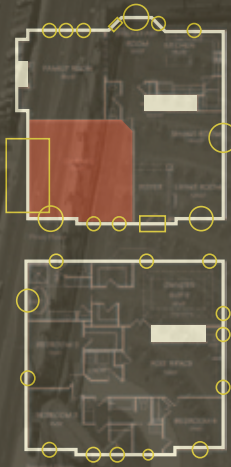
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2



11

# HABERSHAM



newbury

brentmoor

brentley

stratford

house  
wieland

ruscha  
store



# HABERSHAM

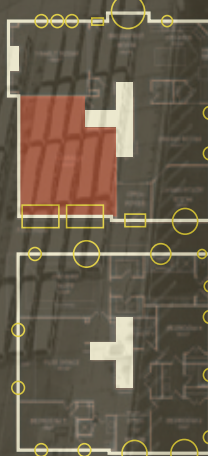
wieland  
house



manchester



spaulding



sedgewick

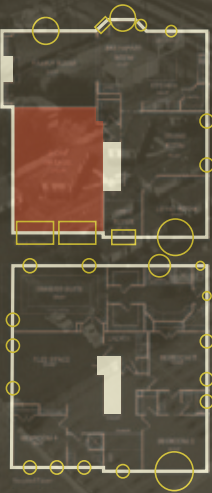


clairemont

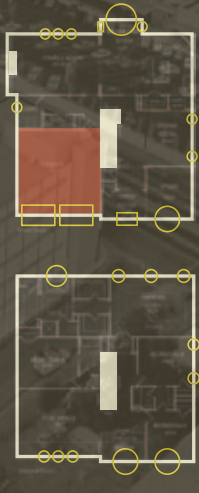
ruscha  
store

# HABERSHAM

wieland  
house



cambridge



everton

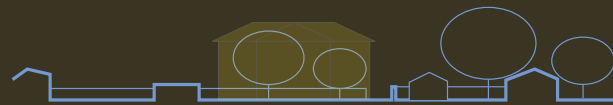


exeter



essex

ruscha  
store



# HERITAGE



gordon chandler franklin hampton clarksdale Cannon fairmont fredrick



clifton sterling summerville emerson hamilton colby mcintosh bradford



chesapeake alexander richmond hew haven granger gardner stockton crowfield

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house wieland

ruscha store

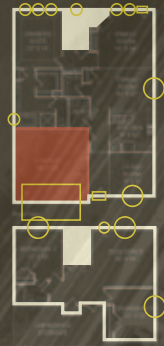
2



15

# HERITAGE

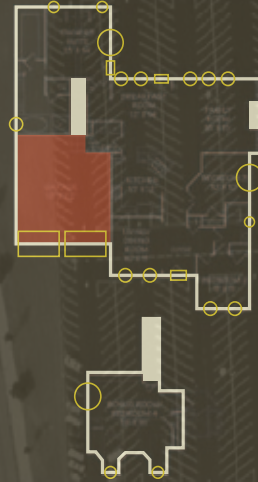
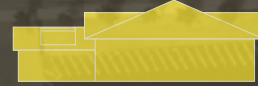
wieland  
house



gordon



chandler

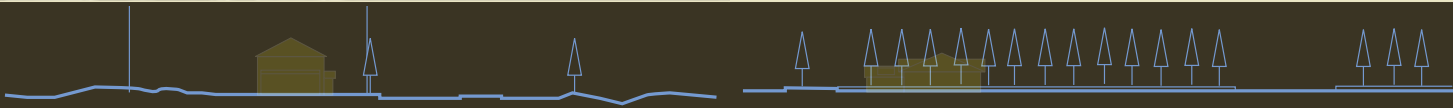


franklin



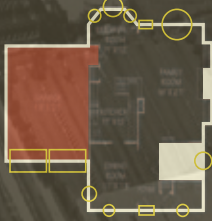
hampton

ruscha  
store

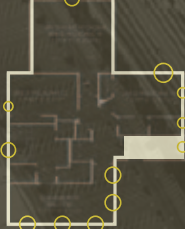
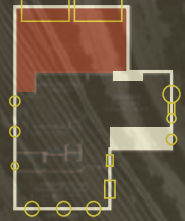




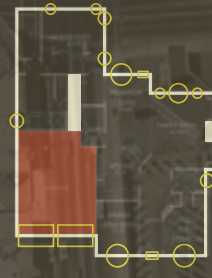
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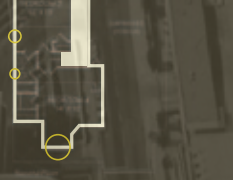
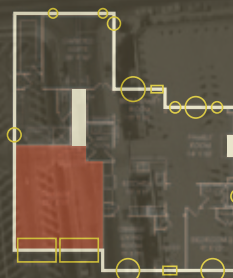
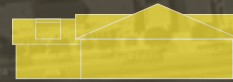
clarksdale



cannon



fairmont



fredrick

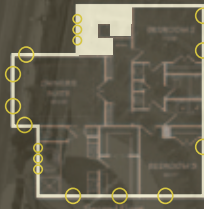
house  
wieland

ruscha  
store

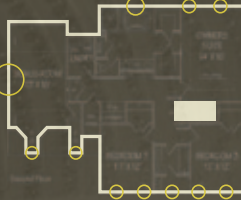
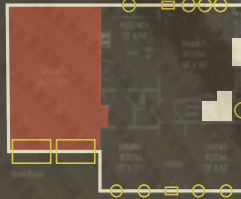


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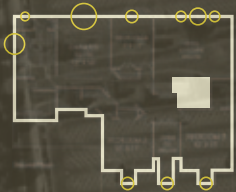
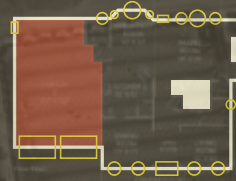
house  
wieland



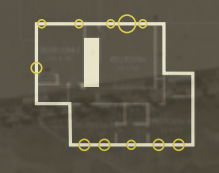
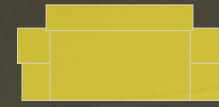
clifton



sterling



summerville

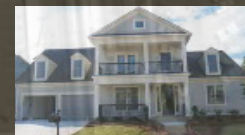
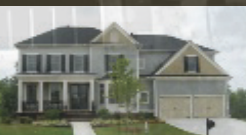
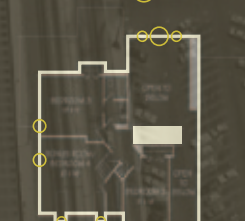
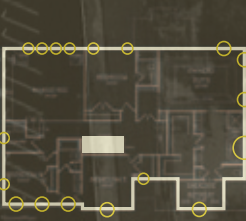
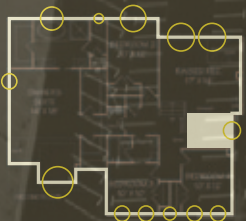
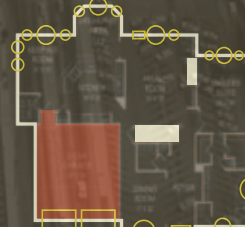
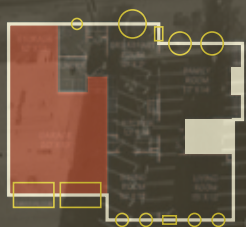


emerson

ruscha  
store



# HERITAGE



hamilton

colby

mcintosh

bradford

wieland

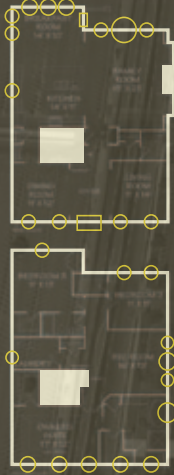
house

ruscha

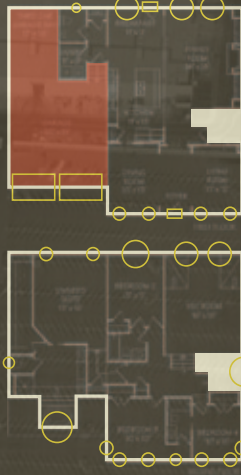
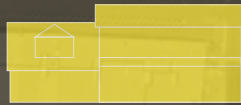
store



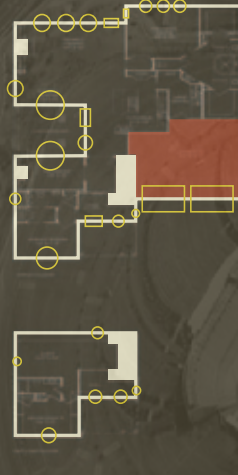
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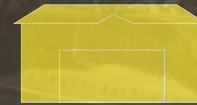
chesapeake



alexander



richmond



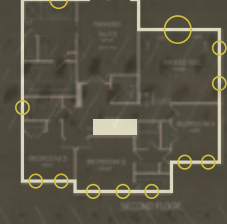
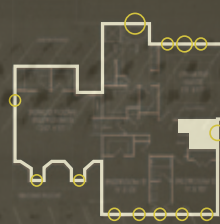
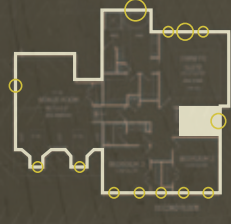
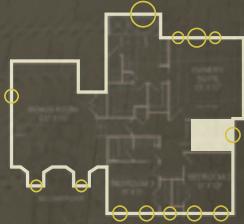
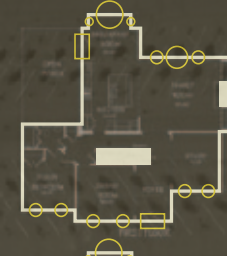
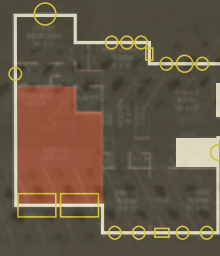
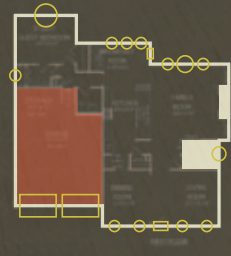
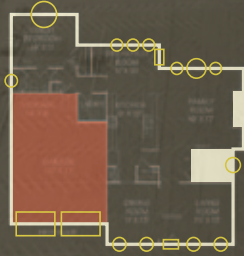
newhaven

house  
wieland

ruscha  
store



# HERITAGE



granger

gardner

stockton

crowfield

house  
wieland  
house

ruscha  
store

# SIGNATURE



park glen abbington canfield stevens clark stevenson victor kenilworth



bell haven ashworth whitney stanley christopher columbia ashmore VANCOUVER

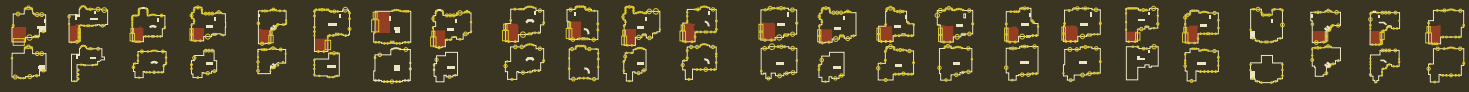


coventry windsor stanton camberrathomaston bellmeade canterbury canton

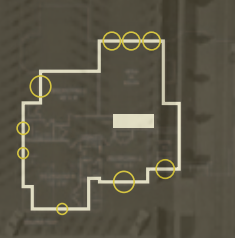
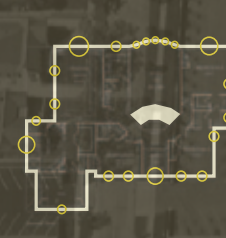
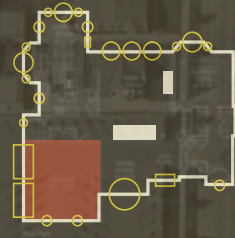
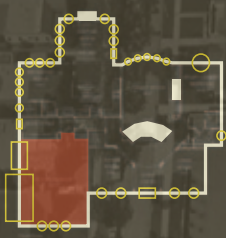
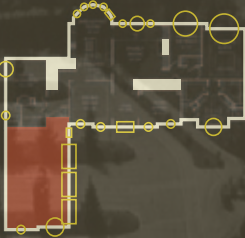
Time Proven, Award-Winning Plans.  
 An extensive portfolio of tried and true plans, Signature Homes by John Wieland remain on the cutting edge of style and livability. Choose from dozens of plans featuring two-story foyers, high ceilings, deluxe trim packages, gourmet kitchens and luxurious spa baths.

house wieland

ruscha store



# SIGNATURE



parkglen

abbington

canfield

stevens

wieland

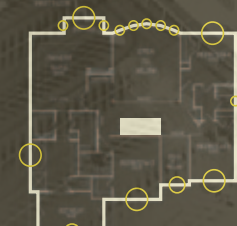
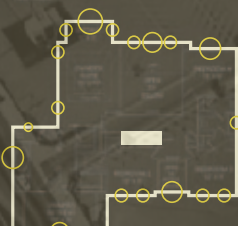
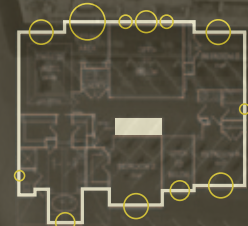
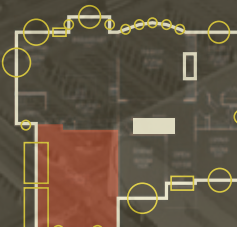
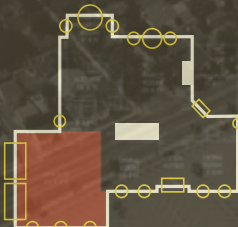
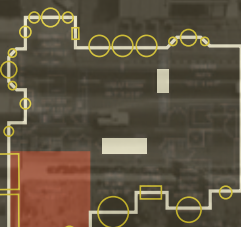
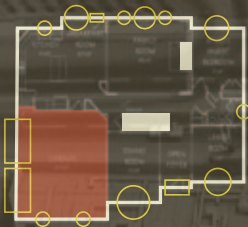
house

ruscha

store



# SIGNATURE



clark

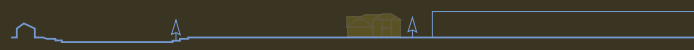
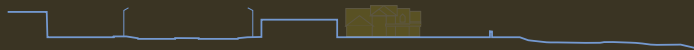
stevenson

victor

kenilworth

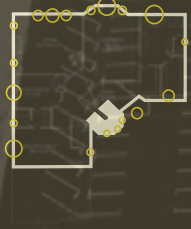
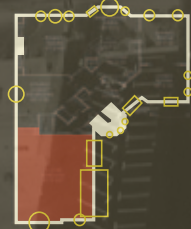
house  
wieland  
house

ruscha  
store

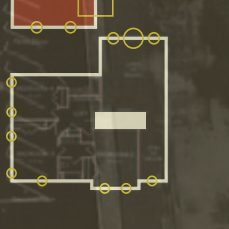




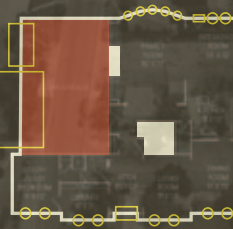
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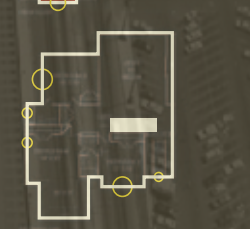
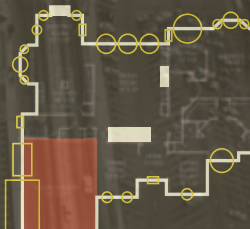
bellhaven



ashworth



whitney



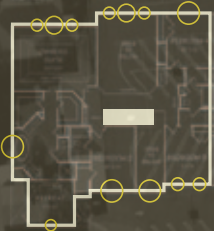
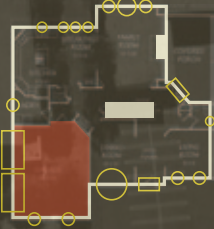
stanley

house wieland

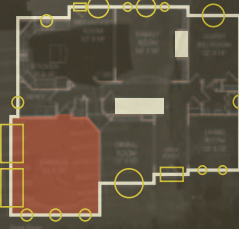
ruscha store



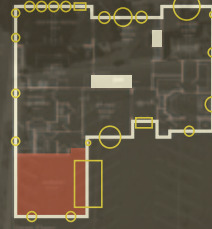
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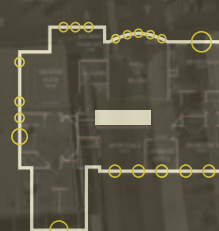
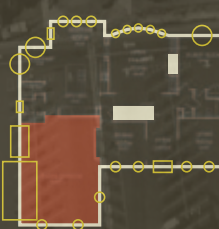
christopher



columbia



ashmore



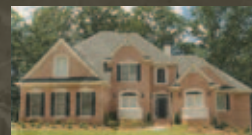
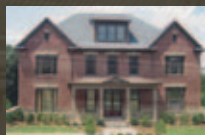
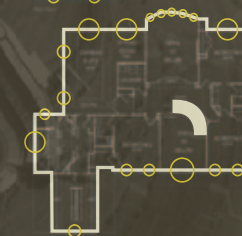
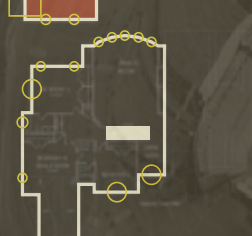
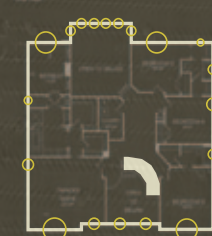
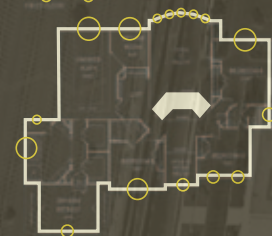
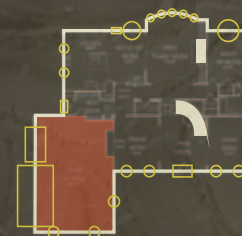
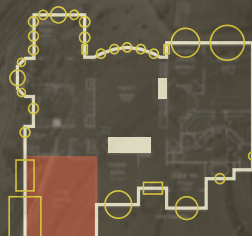
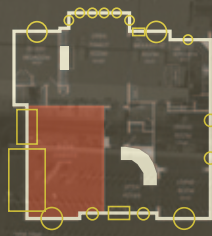
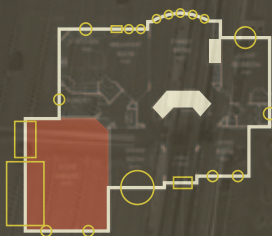
vancouver

house  
wieland

ruscha  
store



# SIGNATURE



coventry

windsor

stanton

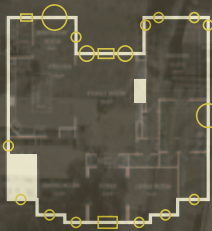
camberra

house wieland

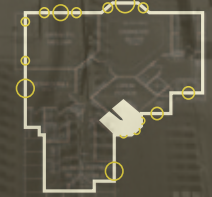
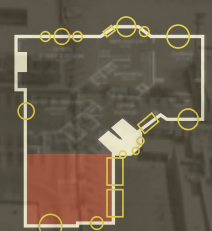
ruscha store



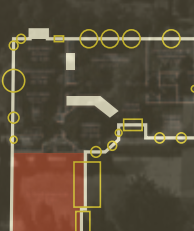
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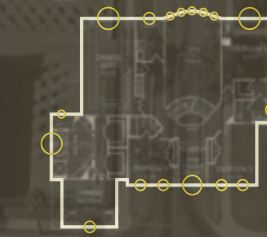
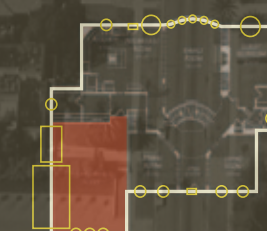
thomaston



bellmeade



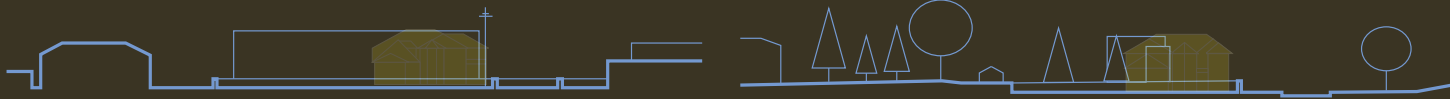
canterbury



canton

wieland  
house

ruscha  
store



house  
wieland

house

...to withdraw like a monk and live like a prince —  
this was the purpose of the original creators of the suburb.

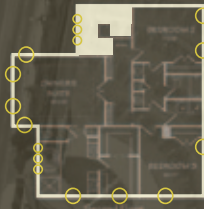
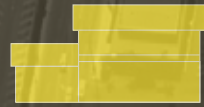
It's a huge hangover myth that suburbia is what people want.

ruscha

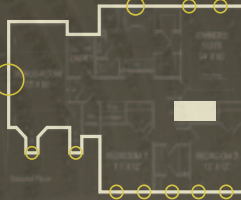
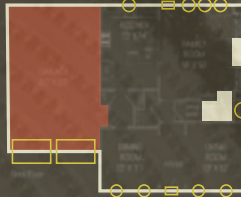
store

# HERITAGE

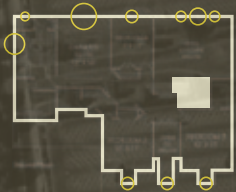
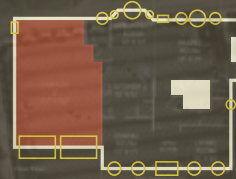
house  
wieland



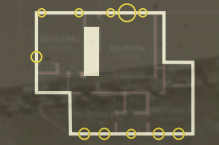
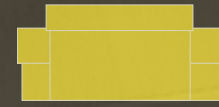
clifton



sterling



summerville

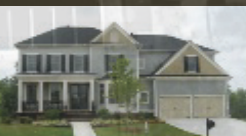
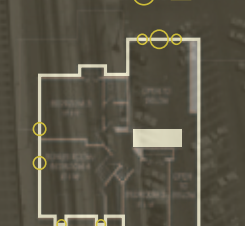
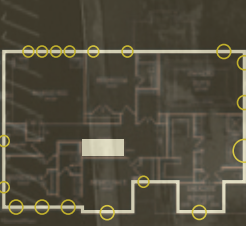
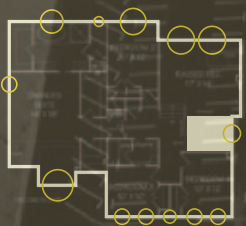
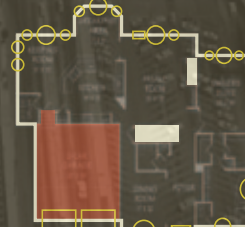
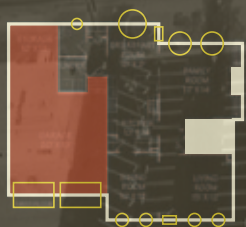


emerson

ruscha  
store



# HERITAGE



hamilton

colby

mcintosh

bradford

wieland  
house

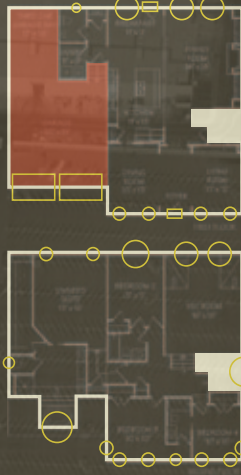
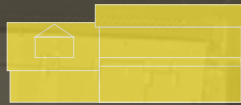
ruscha  
store



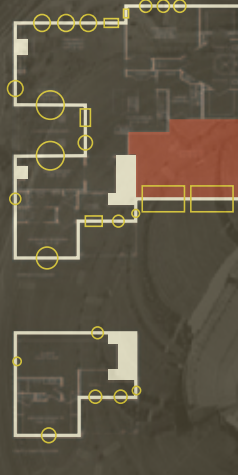
# HERITAGE



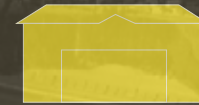
chesapeake



alexander



richmond



newhaven

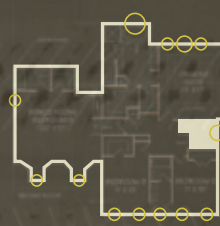
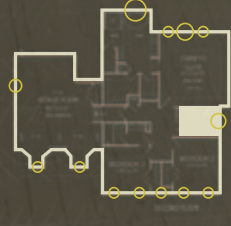
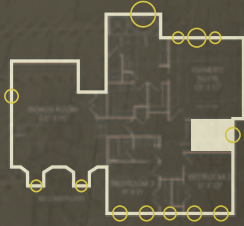
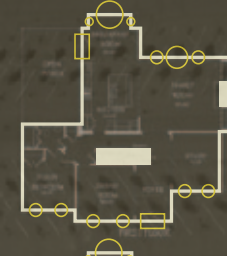
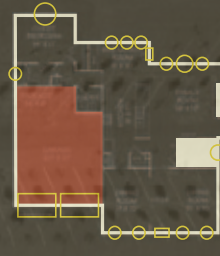
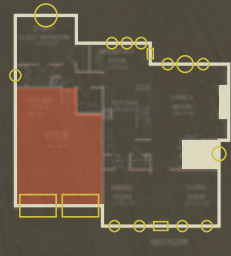
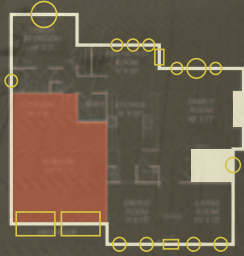
house  
wieland

ruscha  
store





# HERITAGE



granger

gardner

stockton

crowfield

house  
wieland

ruscha  
store

# SIGNATURE



park glen abbington canfield stevens clark stevenson victor kenilworth



bell haven ashworth whitney stanley christopher columbia ashmore VANCOUVER

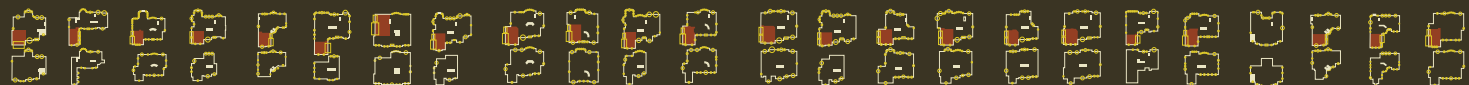


coventry windsor stanton camberrathomaston bellmeade canterbury canton

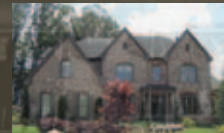
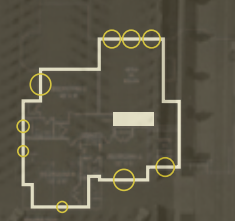
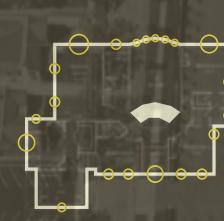
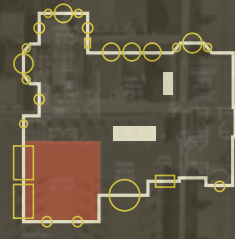
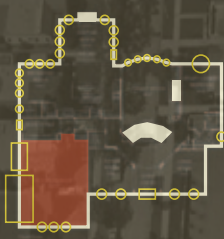
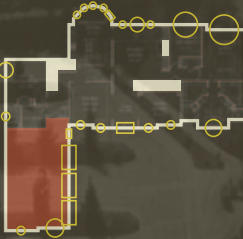
Time Proven, Award-Winning Plans.  
 An extensive portfolio of tried and true plans, Signature Homes by John Wieland remain on the cutting edge of style and livability. Choose from dozens of plans featuring two-story foyers, high ceilings, deluxe trim packages, gourmet kitchens and luxurious spa baths.

house wieland

ruscha store



# SIGNATURE



parkglen

abbington

canfield

stevens

wieland

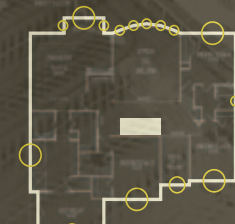
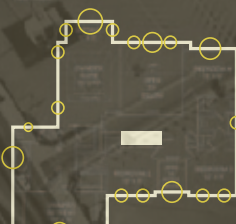
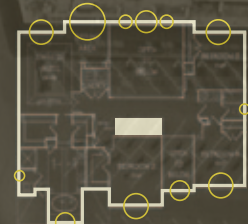
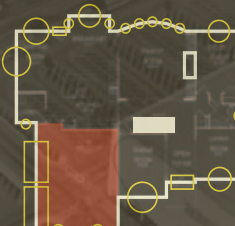
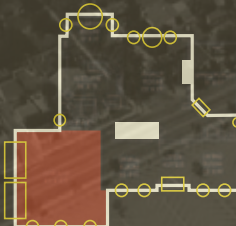
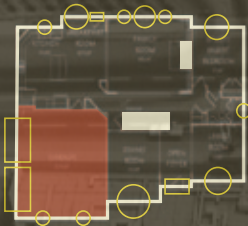
house

ruscha

store



# SIGNATURE



clark

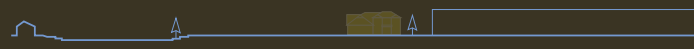
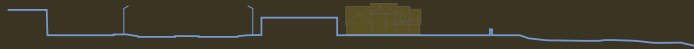
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victor

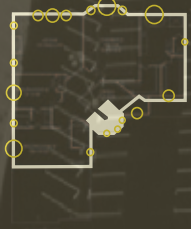
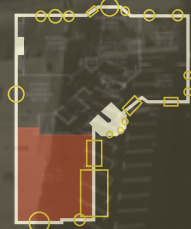
kenilworth

house  
wieland  
house

ruscha  
store



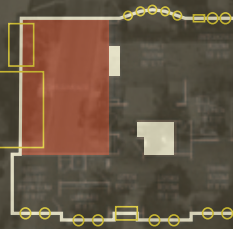
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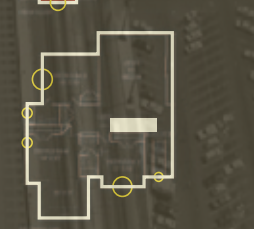
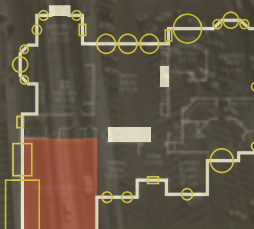
bellhaven



ashworth



whitney



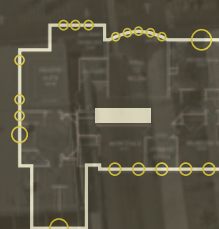
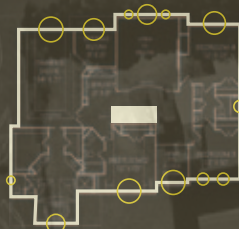
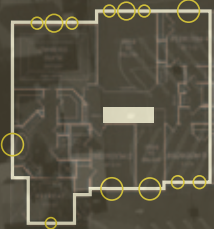
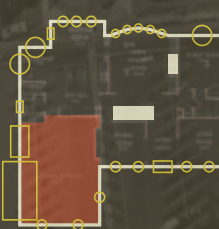
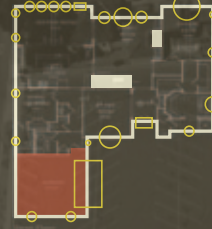
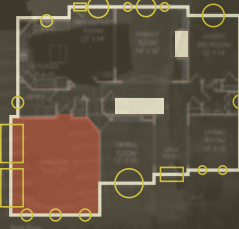
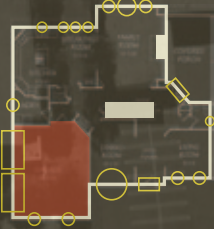
stanley

house wieland

ruscha store



# SIGNATURE



christopher

columbia

ashmore

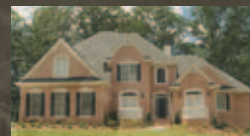
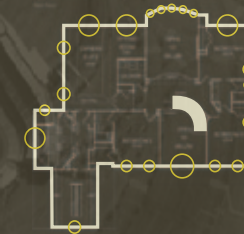
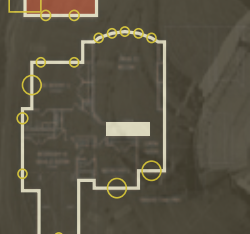
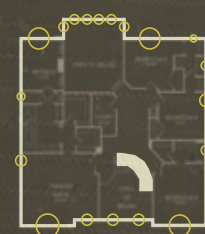
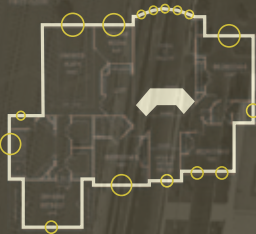
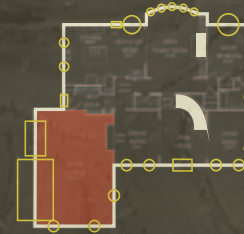
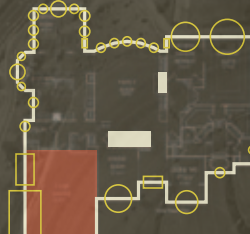
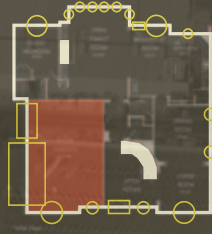
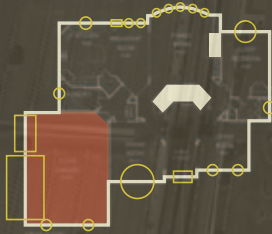
vancouver

house  
wieland

ruscha  
store



# SIGNATURE



coventry

windsor

stanton

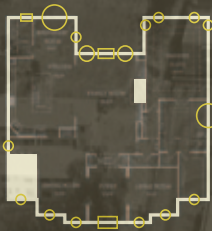
camberra

house wieland

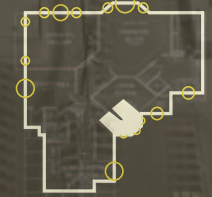
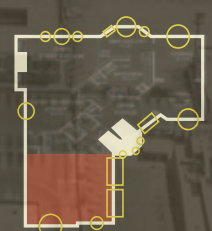
ruscha store



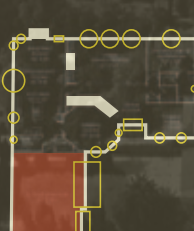
# SIGNATURE



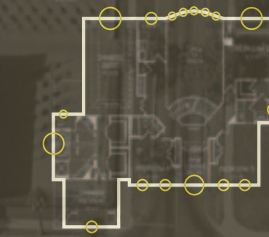
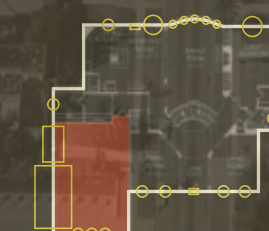
thomaston



bellmeade



canterbury



canton

wieland  
house

ruscha  
store





wieland

house

...to withdraw like a monk and live like a prince —  
this was the purpose of the original creators of the suburb.

It's a huge hangover myth that suburbia is what people want.

ruscha

store

house store  
wieland ruscha  
cumberland morrow

...how [do] you integrate the pedestrian and human scale environments with the car and the automobile scale?

3

New Urbanism: Peter Calthorpe vs. Lars Lerup. Ed. Robert Fishman. New York: Arts Press, 2005. 18.

a survey of the conditions on the ground....

house store  
wieland ruscha  
cumberland morrow

0

There are two dominant types of suburban environments in America: the conventional suburb and the edge city.

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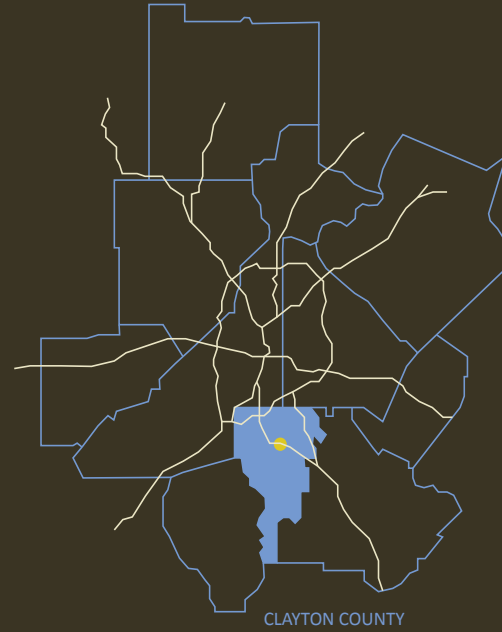
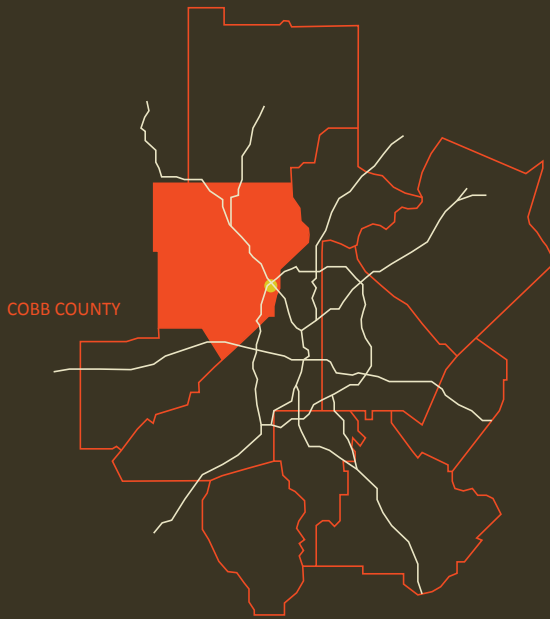
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house  
wieland  
cumberland

morrow  
ruscha  
store

house wieland  
cumberland



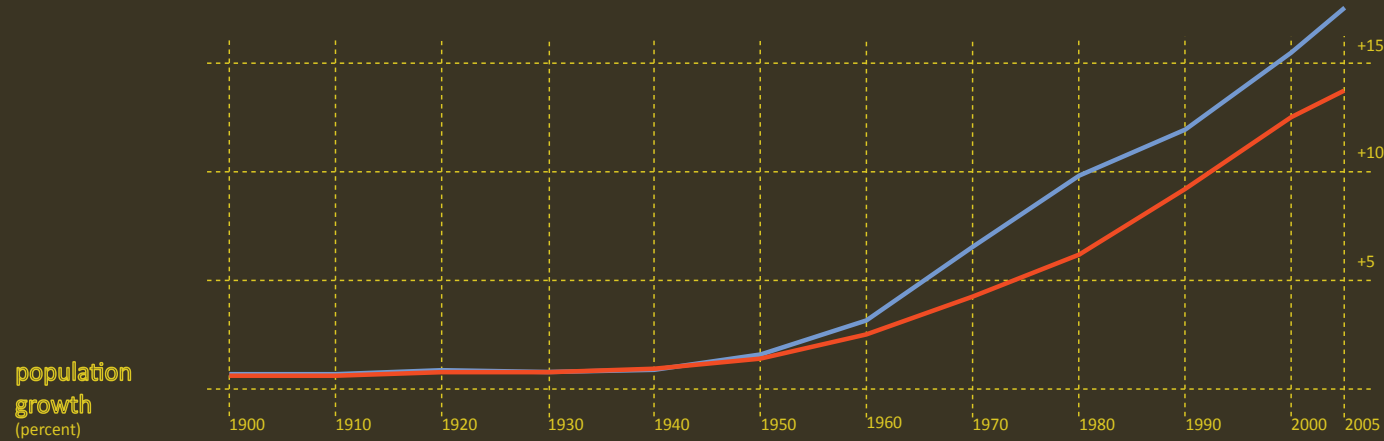
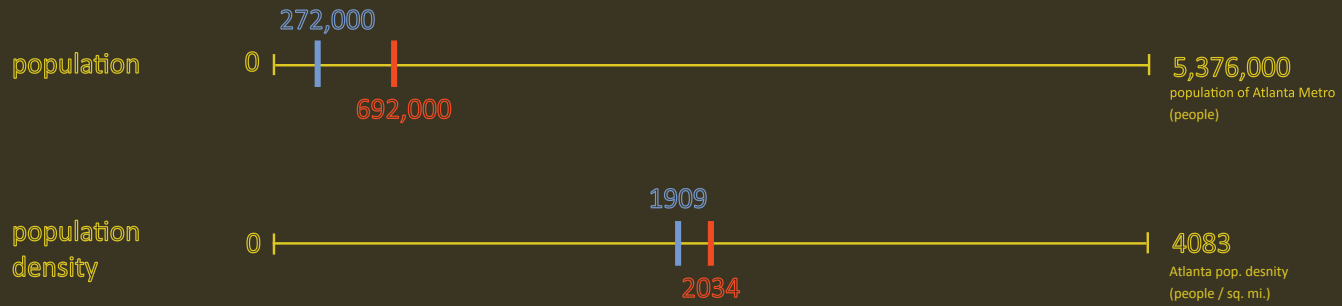
morrow  
ruscha store

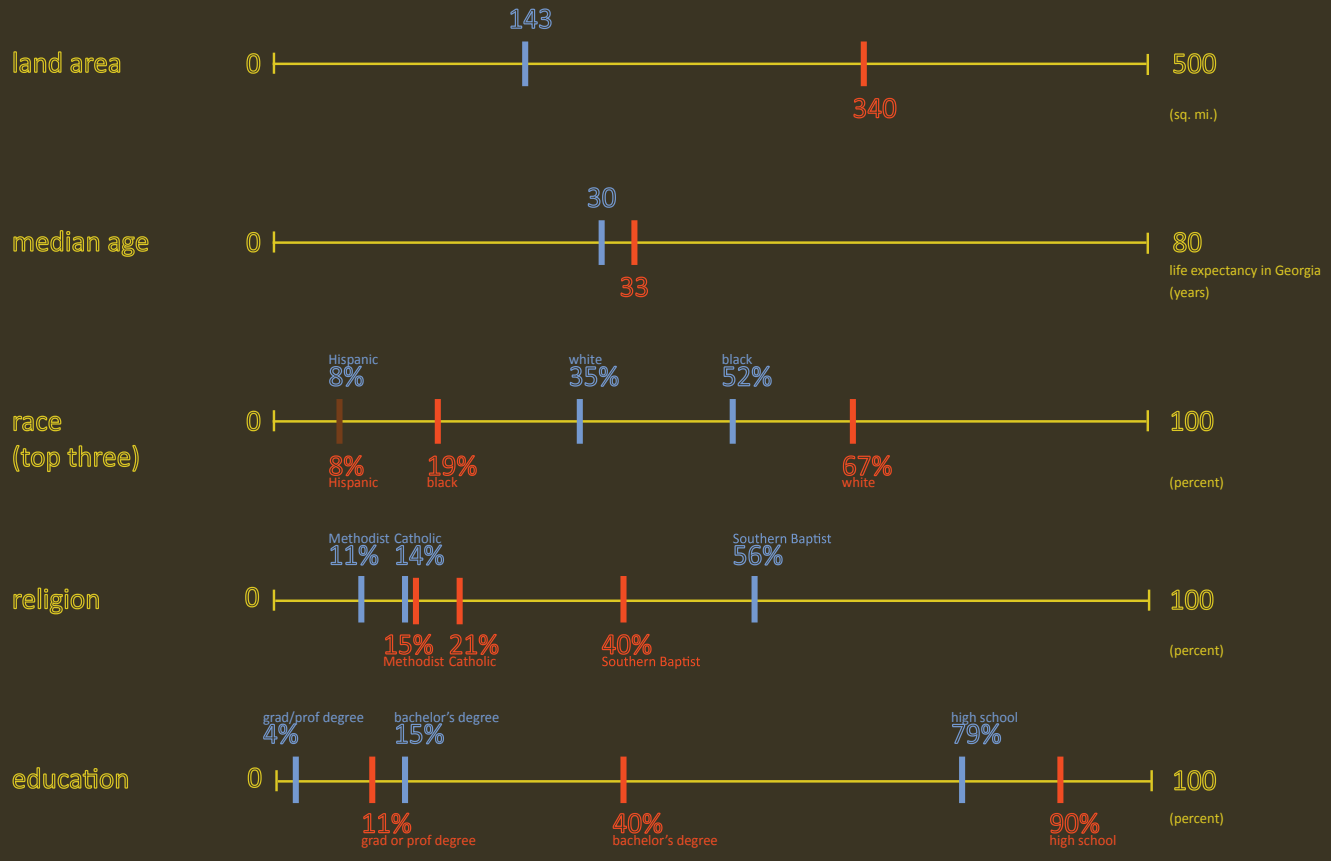
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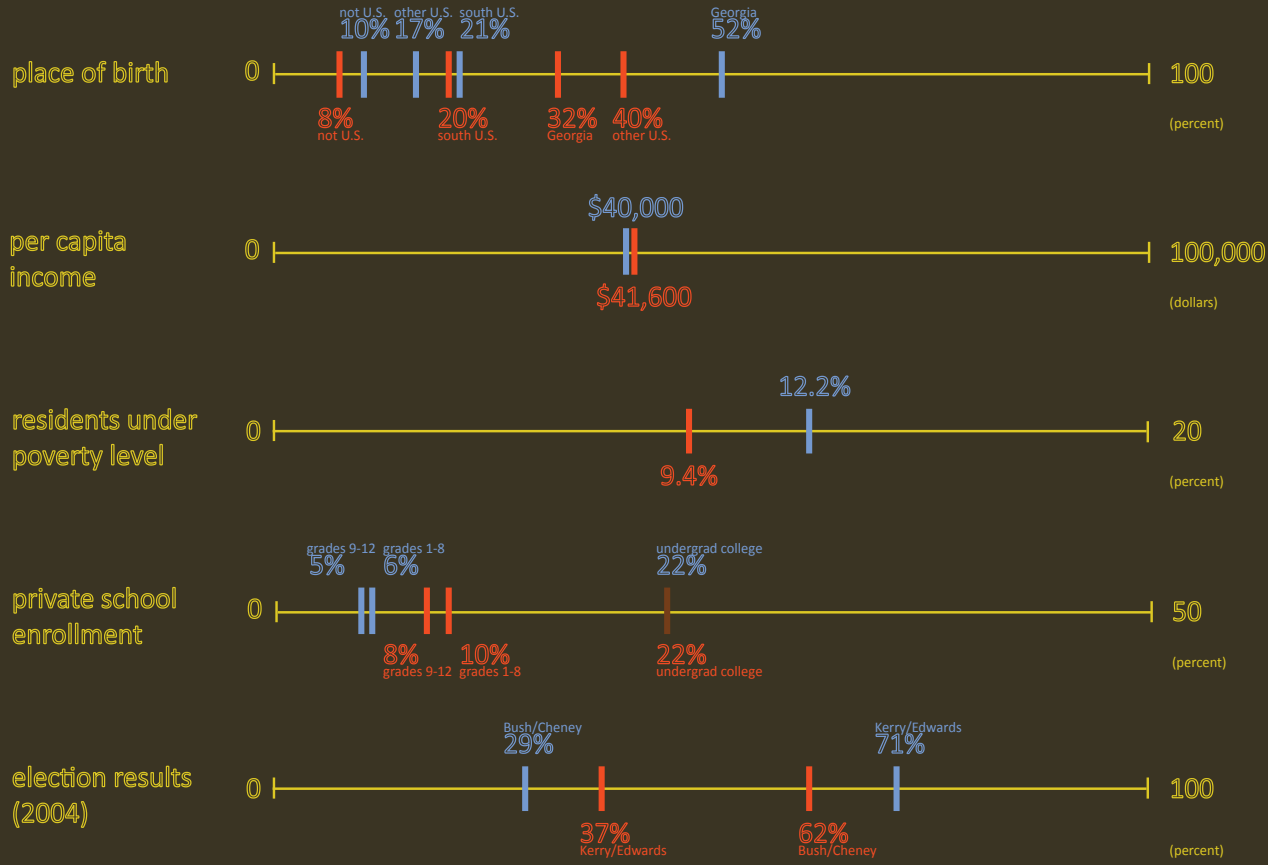
the following set of statistics is for Cobb and Clayton counties. after that is comparable statistics for Cumberland/Vinings and Morrow

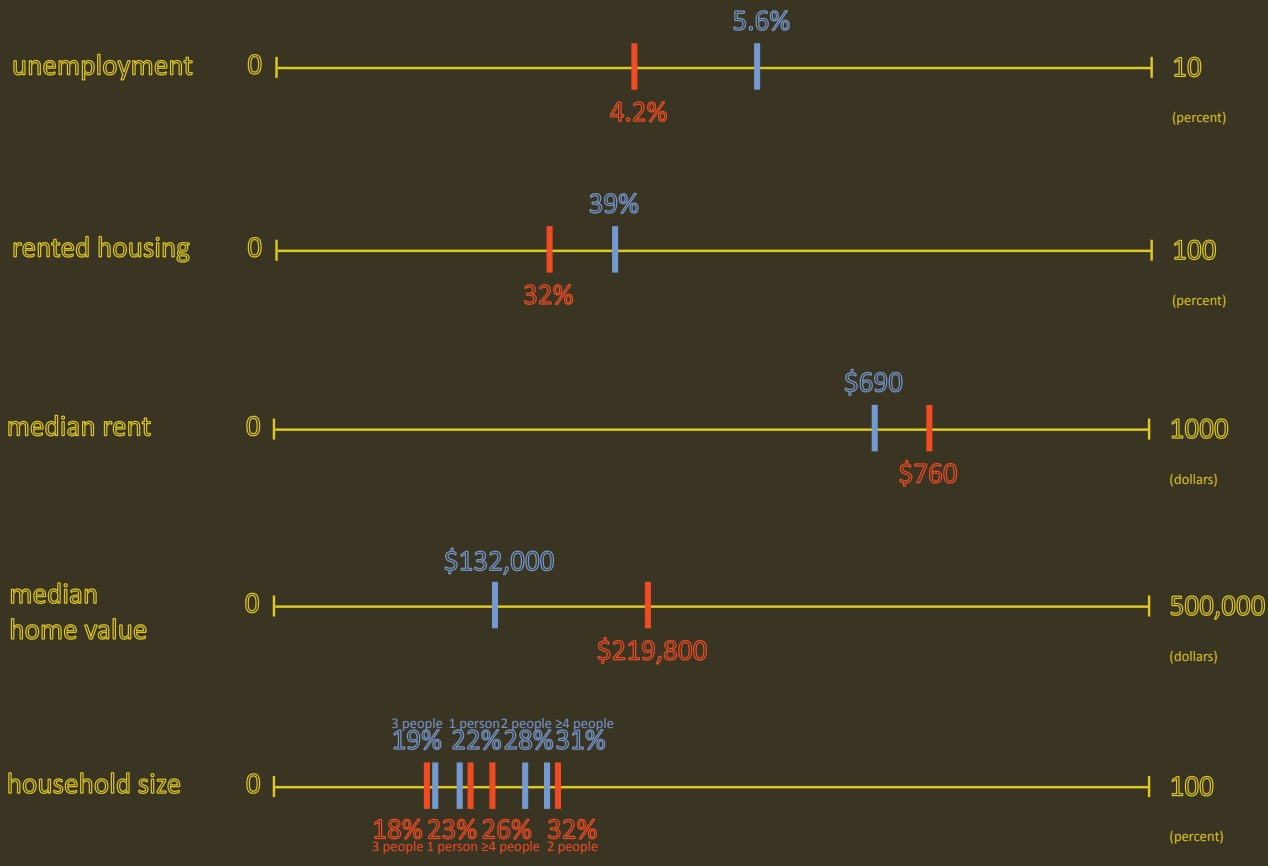
all statistics were obtained from city-data.com

2

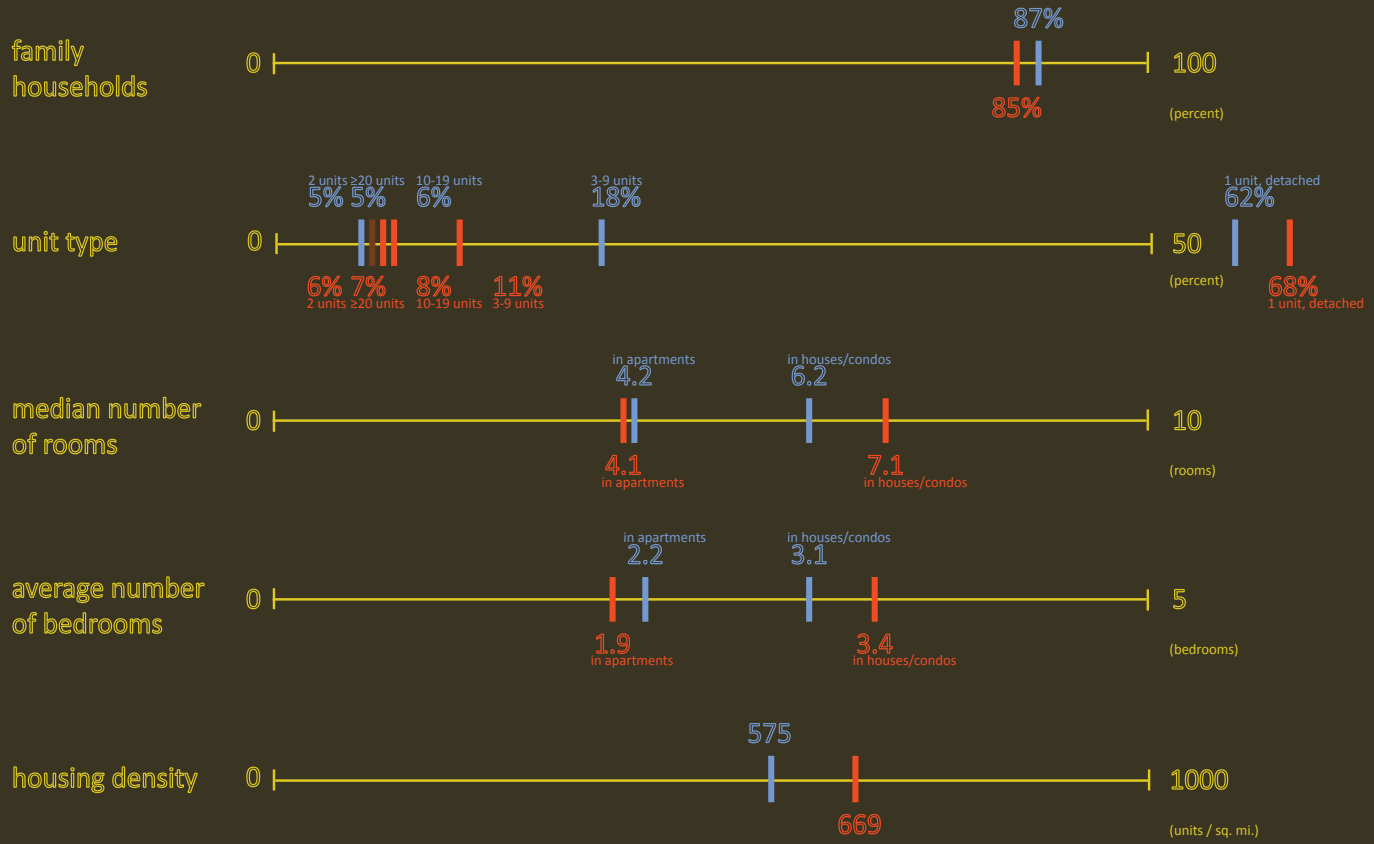








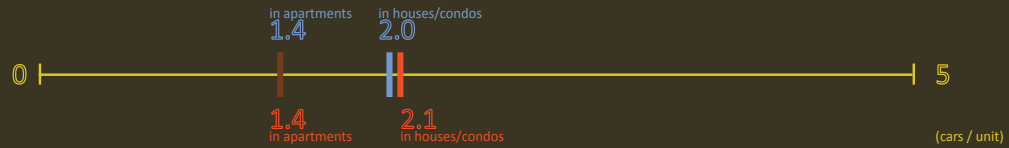




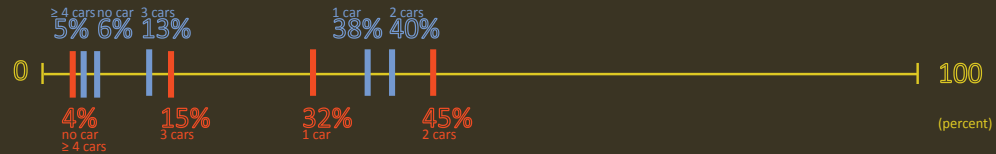
transit mode to work



average car ownership



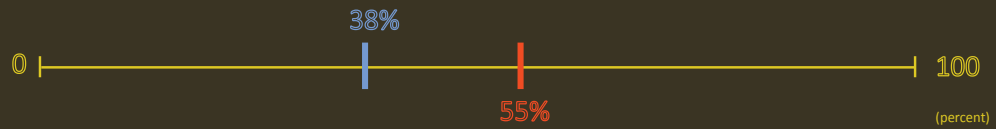
distribution of car ownership

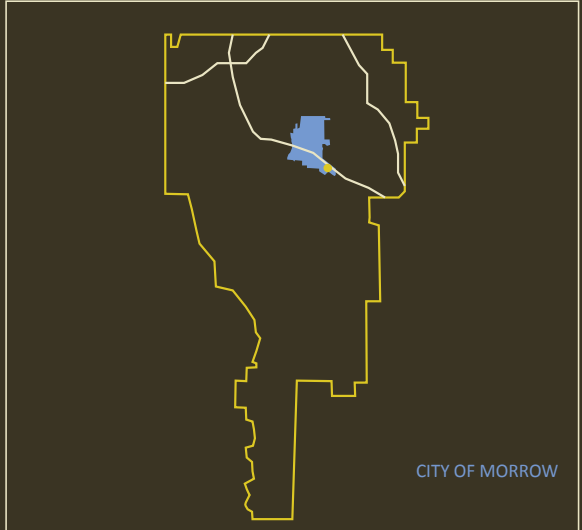
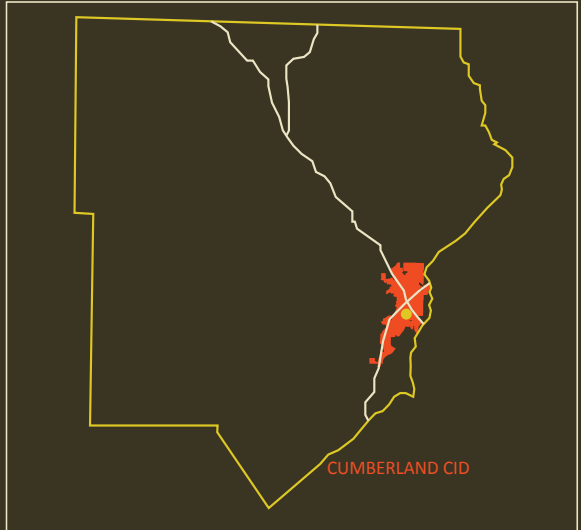


travel time to work (mean)

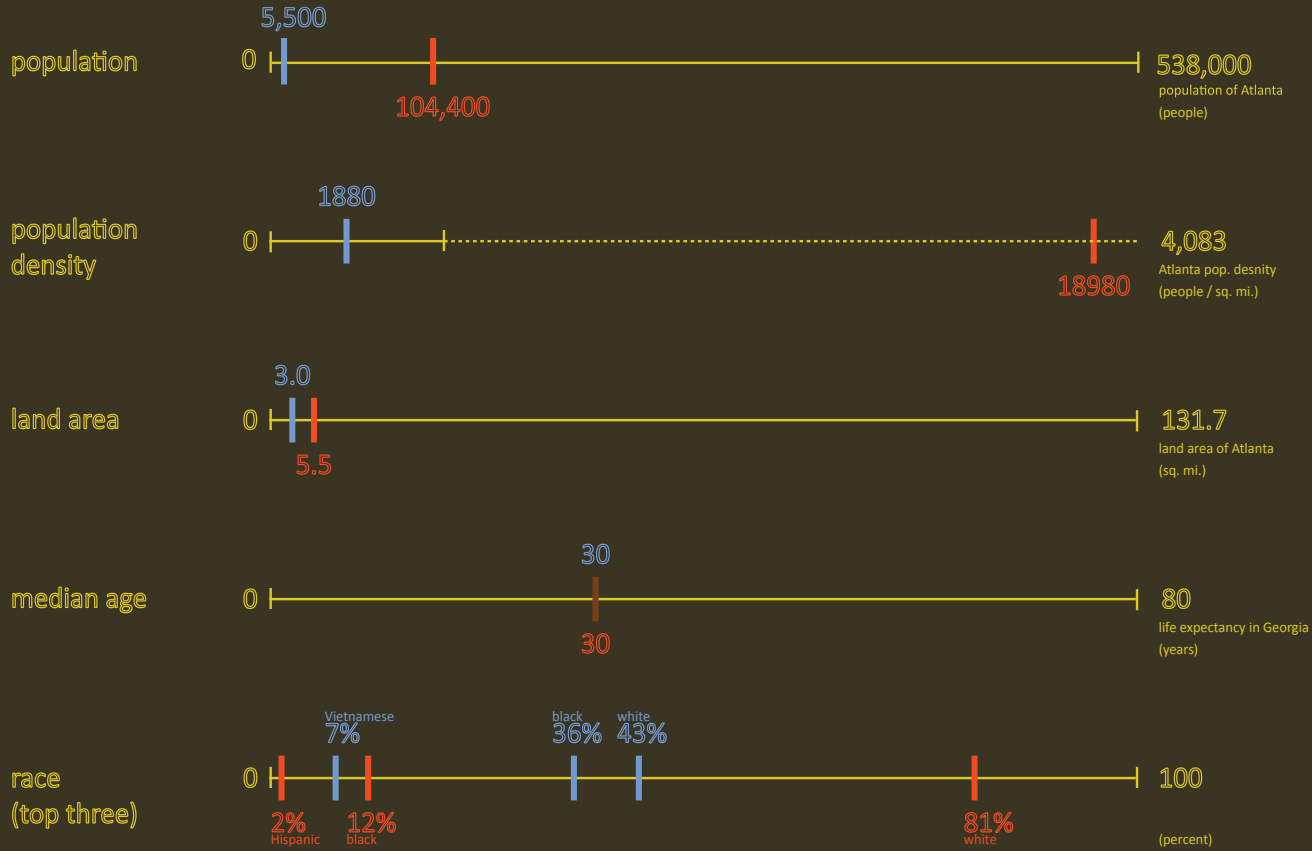


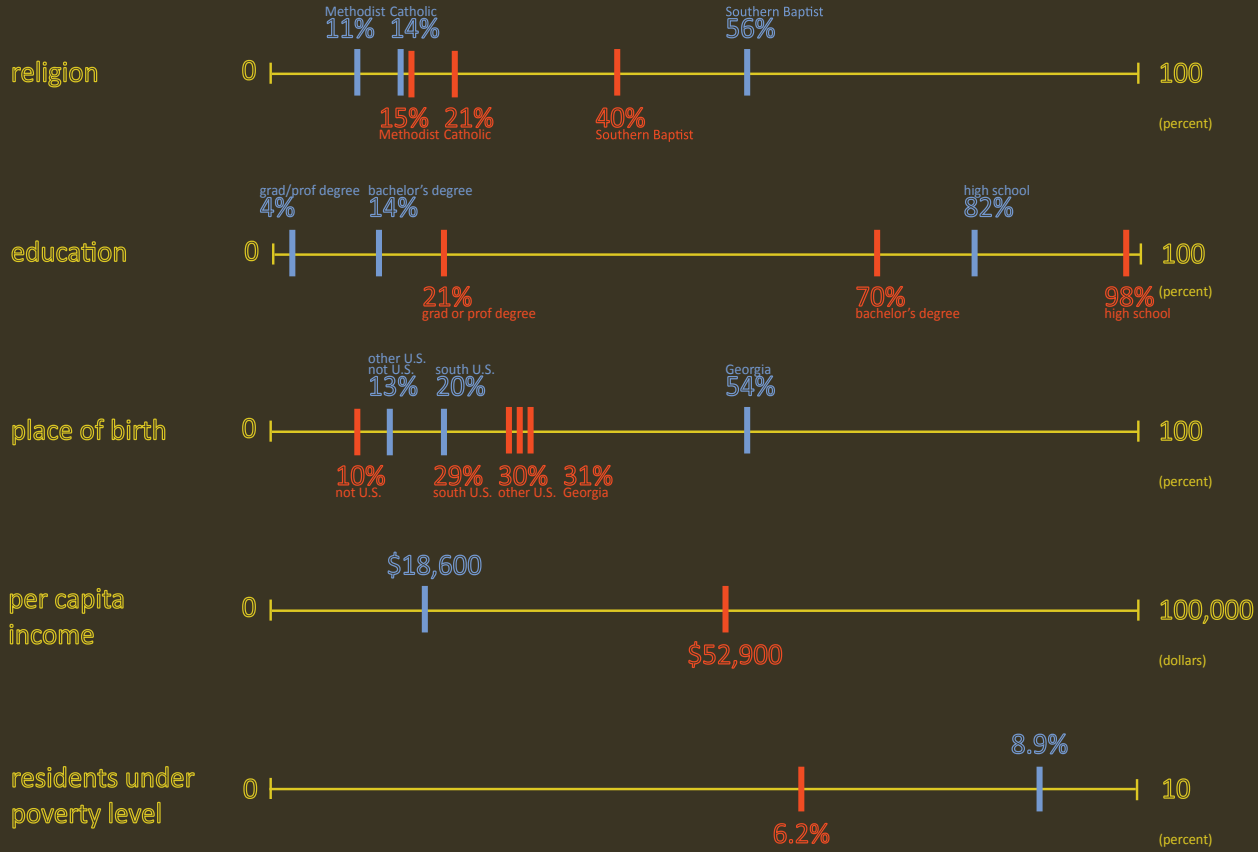
pop. that lives and works here

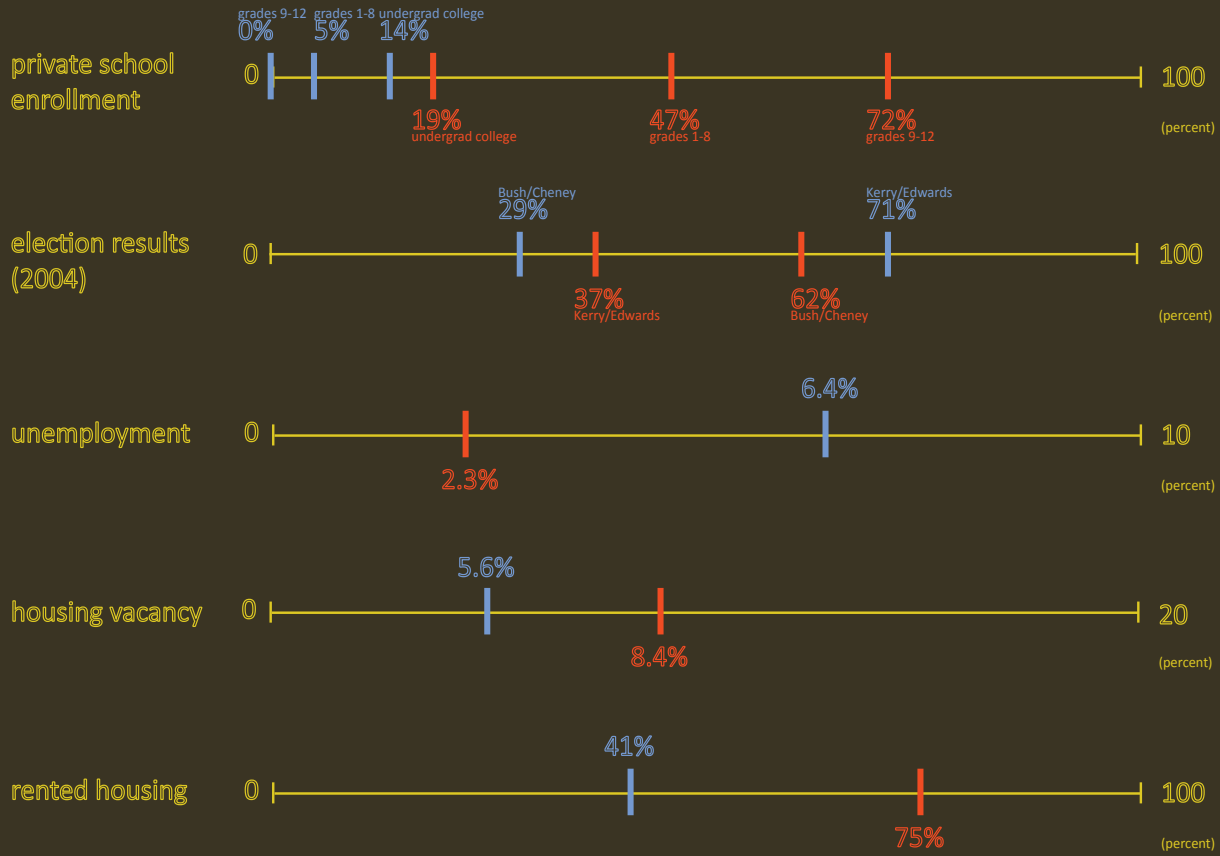


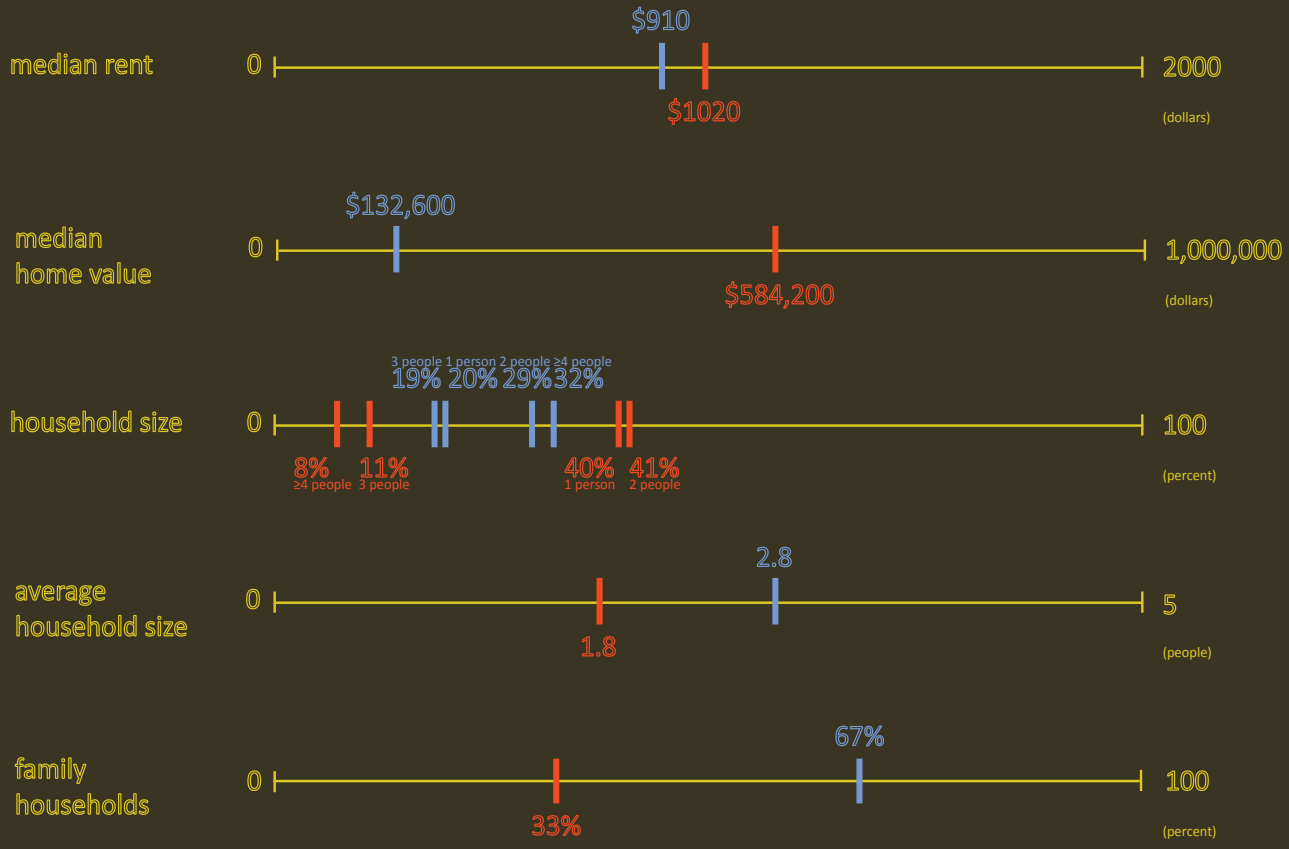


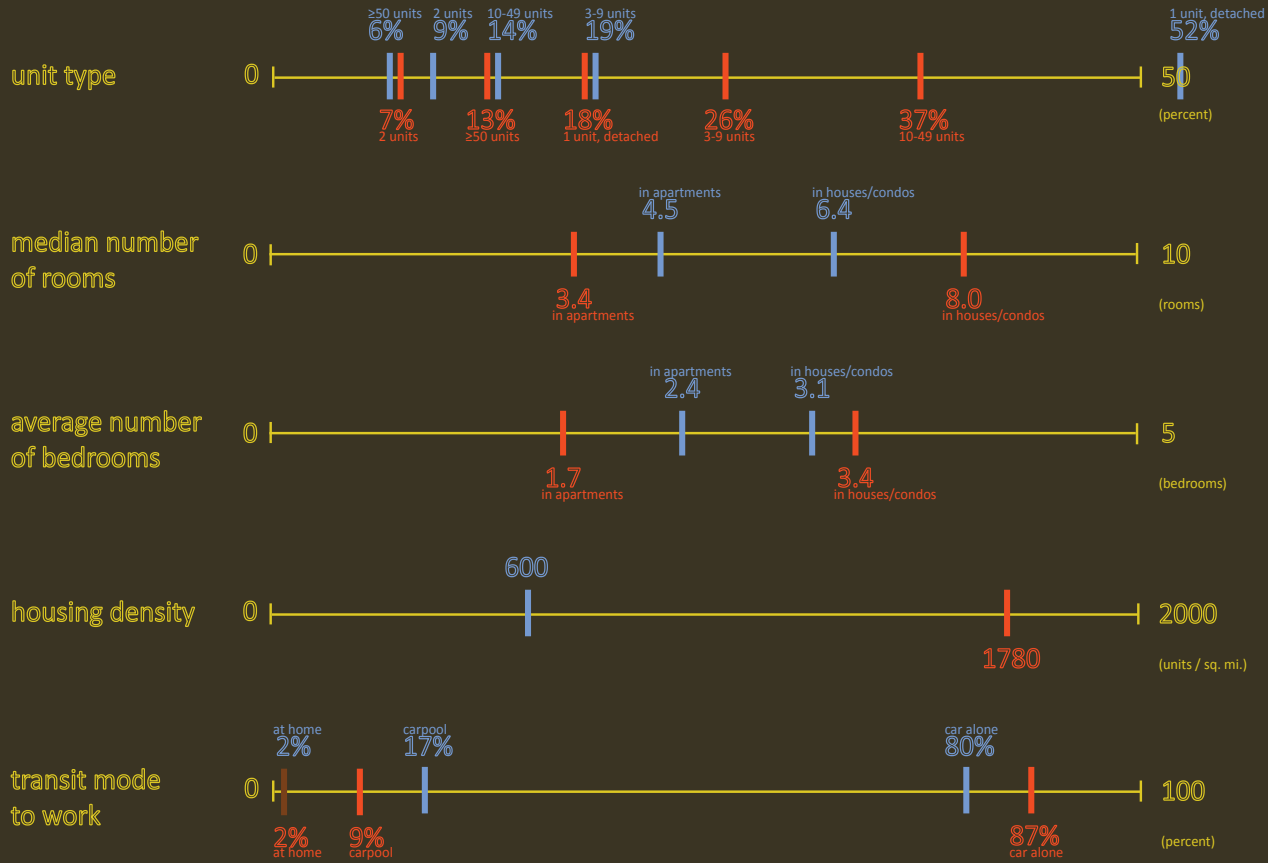
NOTE: STATISTICS FOR CUMBERLAND - WITH THE EXCEPTION OF POPULATION, POPULATION DENSITY, AND LAND AREA - ARE ACTUALLY FOR THE CLOSEST CENSUS DESIGNATED PLACE, VININGS, WHICH SHOULD FAIRLY CLOSELY APPROXIMATE THE DEMOGRAPHICS OF CUMBERLAND, WHICH IS NOT RECOGNIZED BY THE CENSUS BUREAU. ALSO SEE THE COBB COUNTY DEMOGRAPHICS LISTED ABOVE, OR CONSULT THE CENSUS BUREAU FOR INFORMATION ON THE CLOSEST INCORPORATED CITY, SMYRNA.





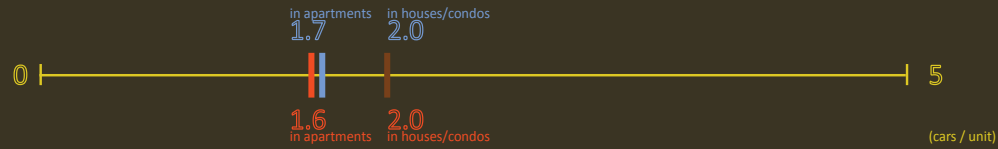




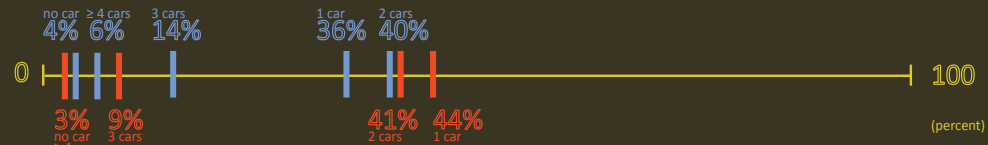




average car ownership



distribution of car ownership



travel time to work (mean)



pop. change due to commuting



pop. that lives and works here



The two areas of investigation within Morrow and Cumberland were chosen instinctively.

Each area is characterized by a formally cohesive road system, producing readable boundaries.  
Each area includes a mall and a concentration of commercial activity.  
Each area is directly accessible by an interstate highway.

The implications of this thesis are for densification; therefore locating these areas was a task of finding places that exhibited some kind of potential for urbanity without yet being urban.  
The resulting areas each dedicate a huge amount of their space to automobile traffic and storage yet somehow each suggests a level of centrality.

The argument here is that densification of the suburbs is both necessary and impending,  
and the place to start is in sites that have the capacity to accommodate increased density without dramatic expansion of infrastructure.

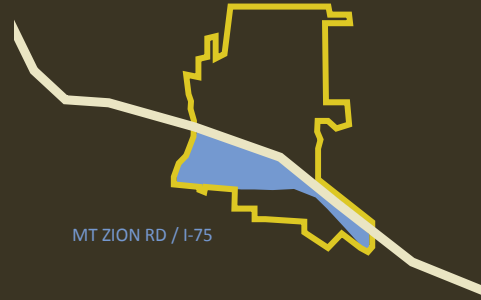
The task is to locate the optimal sites within these areas with an eye to vastness.  
The parking lot with the best and biggest conspicuous space is the parking lot than allows the most room for maneuvering when it comes time to design an intervention that somehow accommodates the conspicuous space of both the big box store and the single family house.



house wieland  
cumberland



CUMBERLAND PKWY / I-75 / I-285



MT ZION RD / I-75

morrow  
ruscha store

house wieland  
cumberland



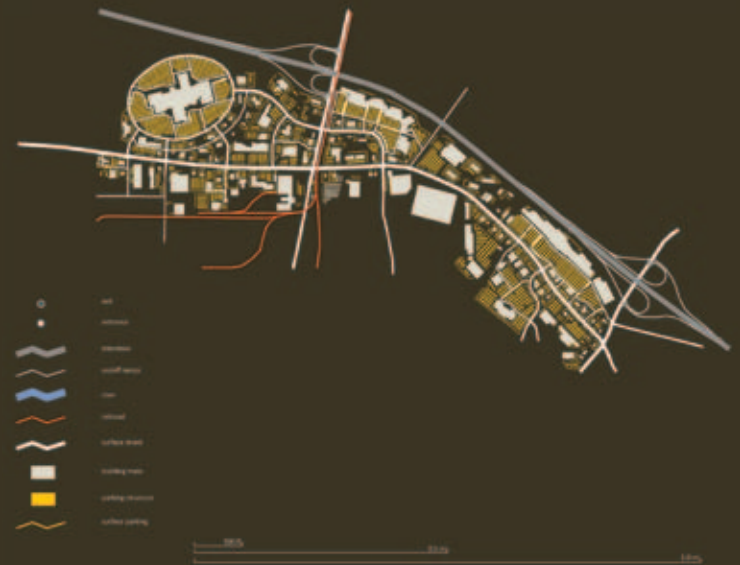
morrow  
ruscha store

- air
- water
- landfill
- road
- street
- surface water
- existing mass
- existing structure
- surface parking



CUMBERLAND PKWY / I-75 / I-285

- air
- water
- landfill
- road
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- existing mass
- existing structure
- surface parking



MT ZION RD / I-75



house wieland  
cumberland



morrow  
ruscha store

house wieland  
cumberland



morrow  
ruscha store





house wieland  
cumberland



3

CUMBERLAND PKWY / I-75 / I-285

morrow  
ruscha store



24

MT ZION RD / I-75

house  
wieland  
cumberland



3



morrow  
ruscha  
store

25

house store  
wieland ruscha  
cumberland morrow

...how [do] you integrate the pedestrian and human scale environments with the car and the automobile scale?

3

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a survey of the conditions on the ground....

house store  
wieland ruscha  
cumberland morrow

0

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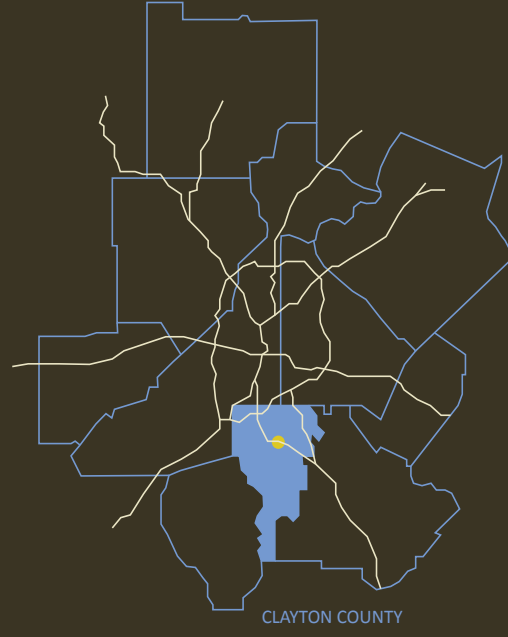
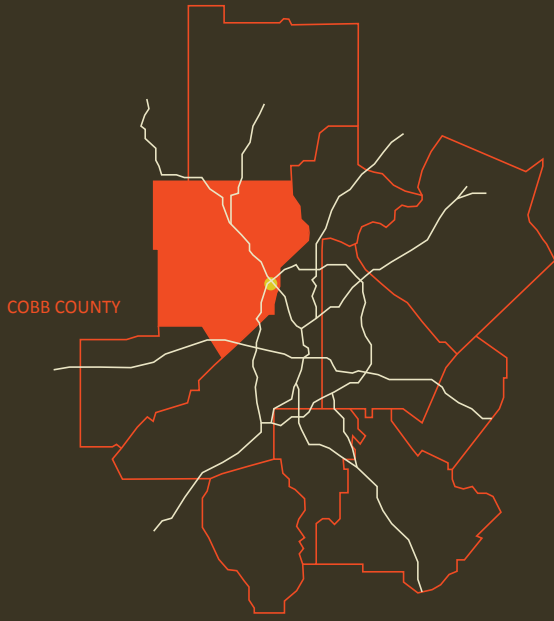
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house  
wieland  
cumberland

morrow  
ruscha  
store

house wieland  
cumberland



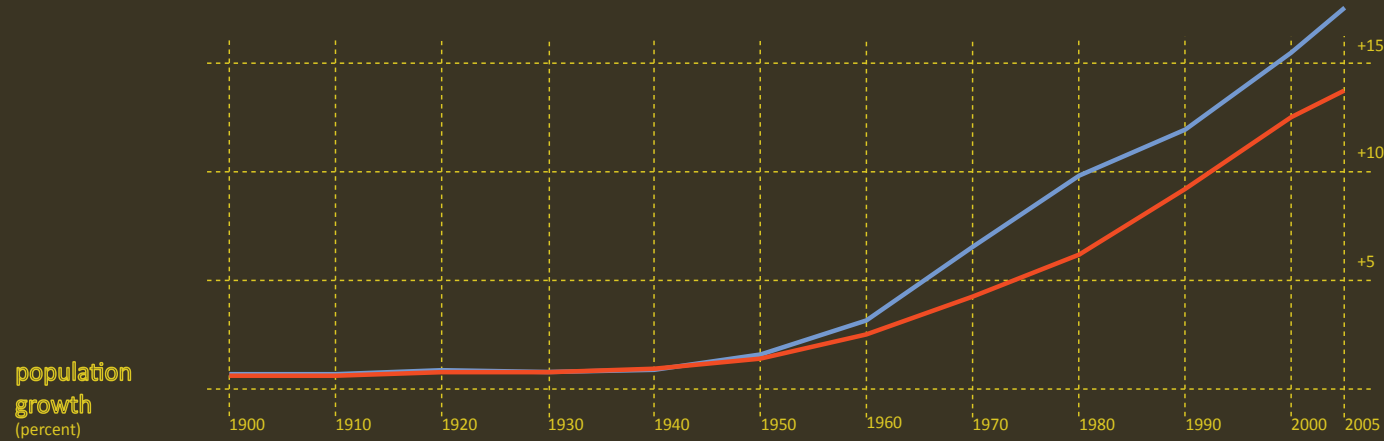
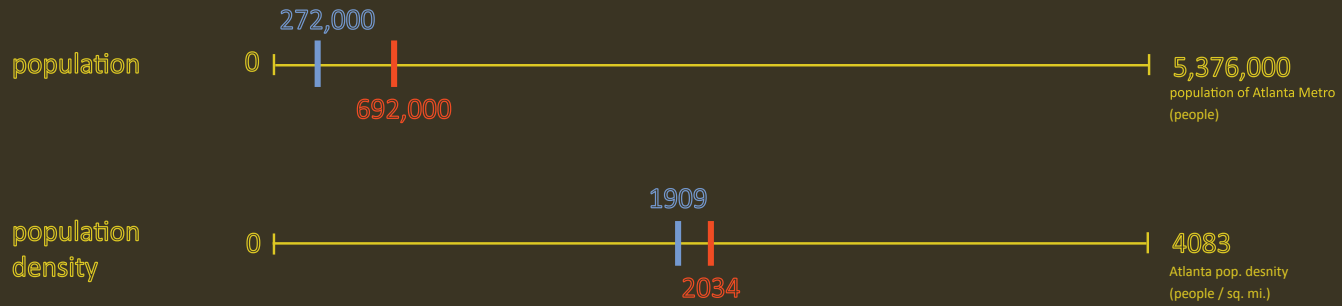
morrow  
ruscha store

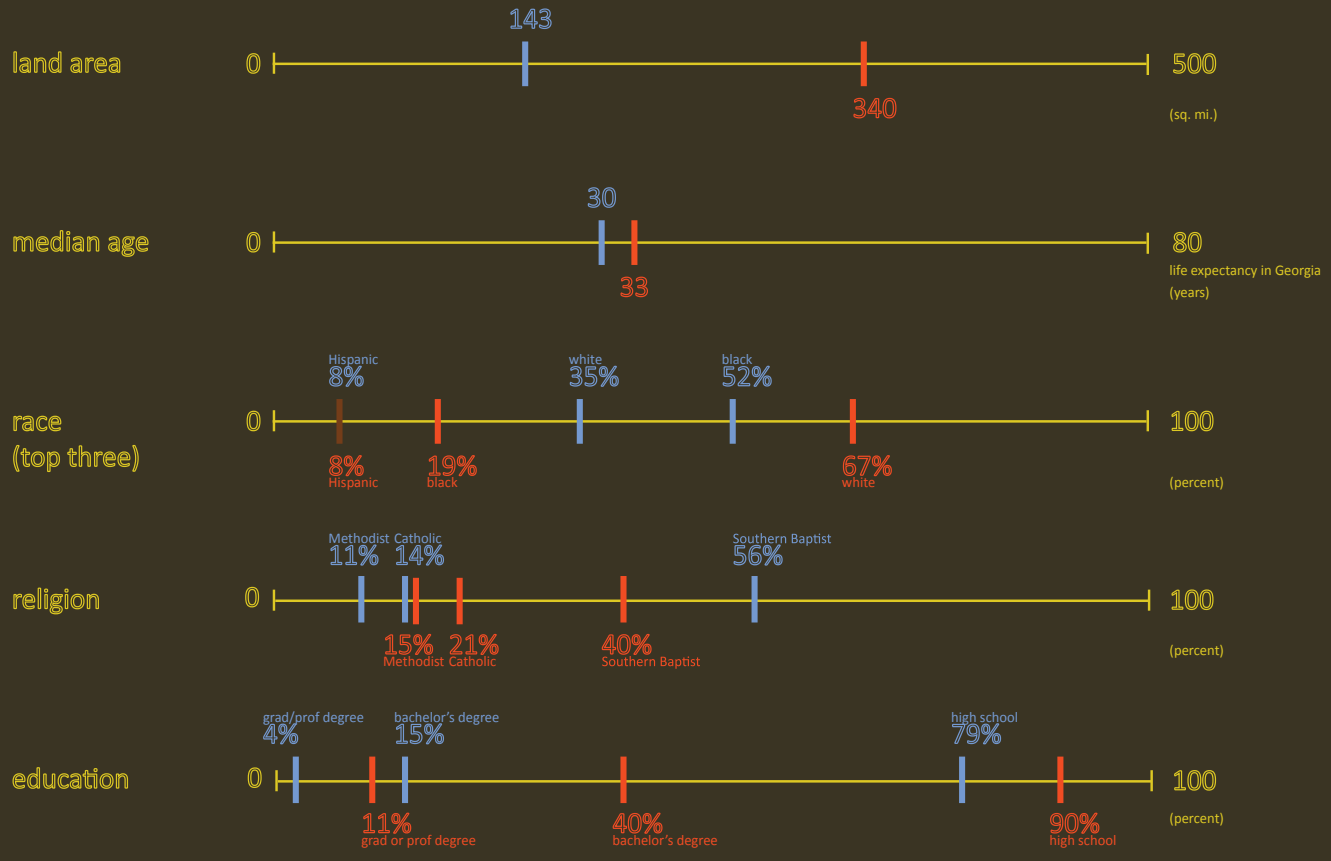
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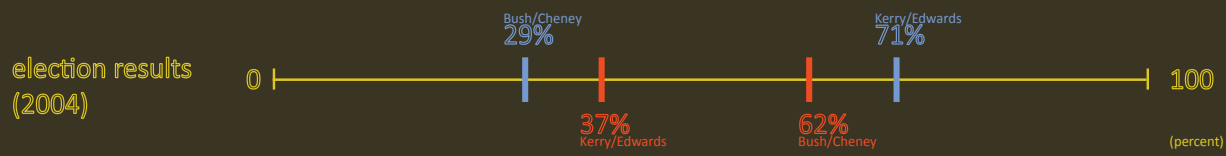
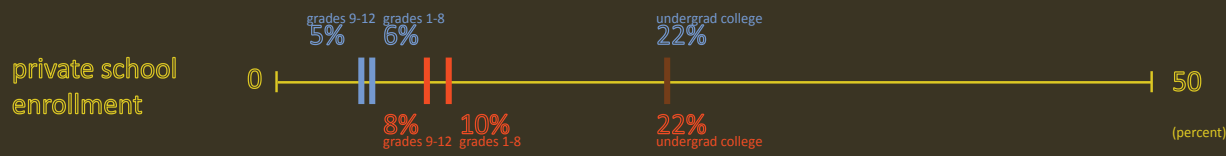
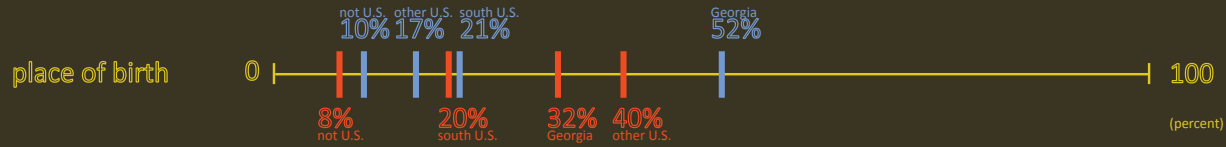
all statistics were obtained from city-data.com

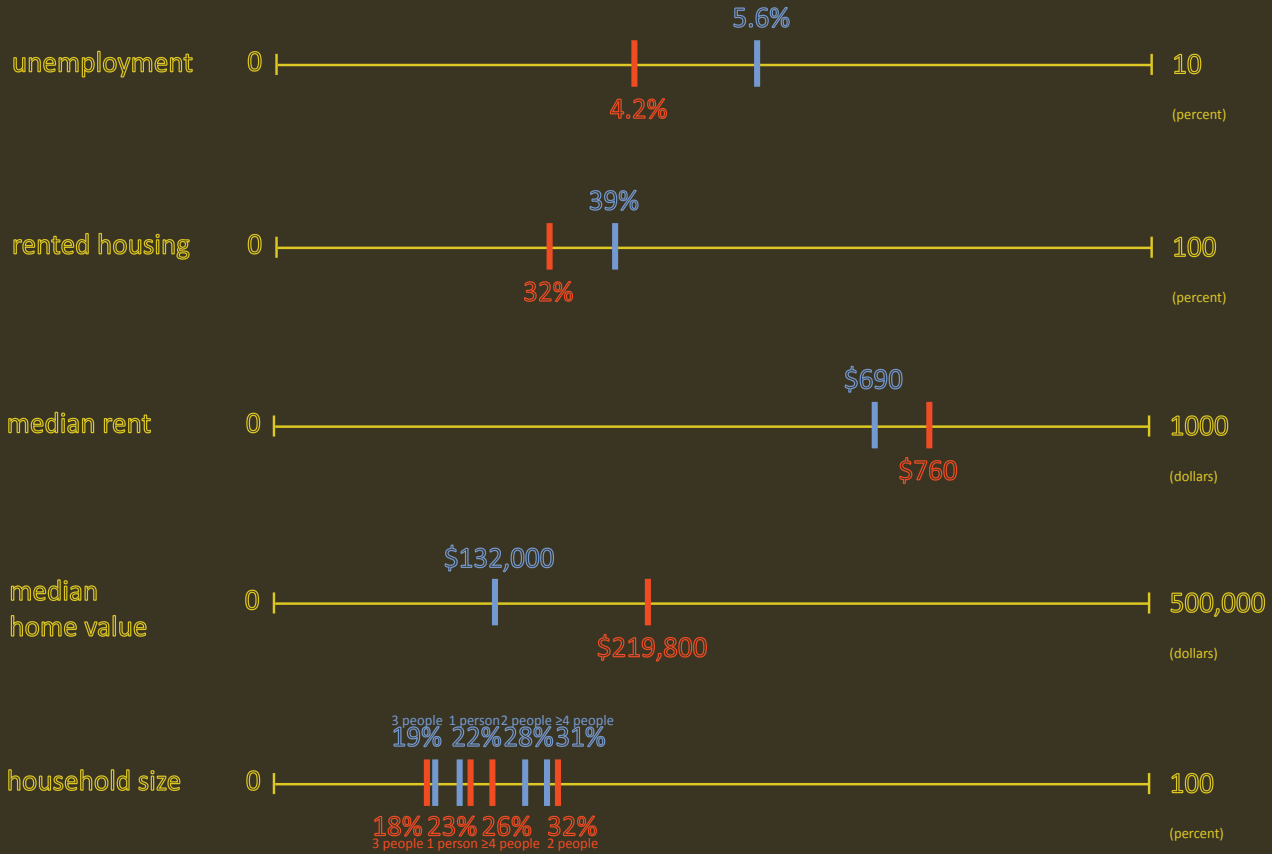
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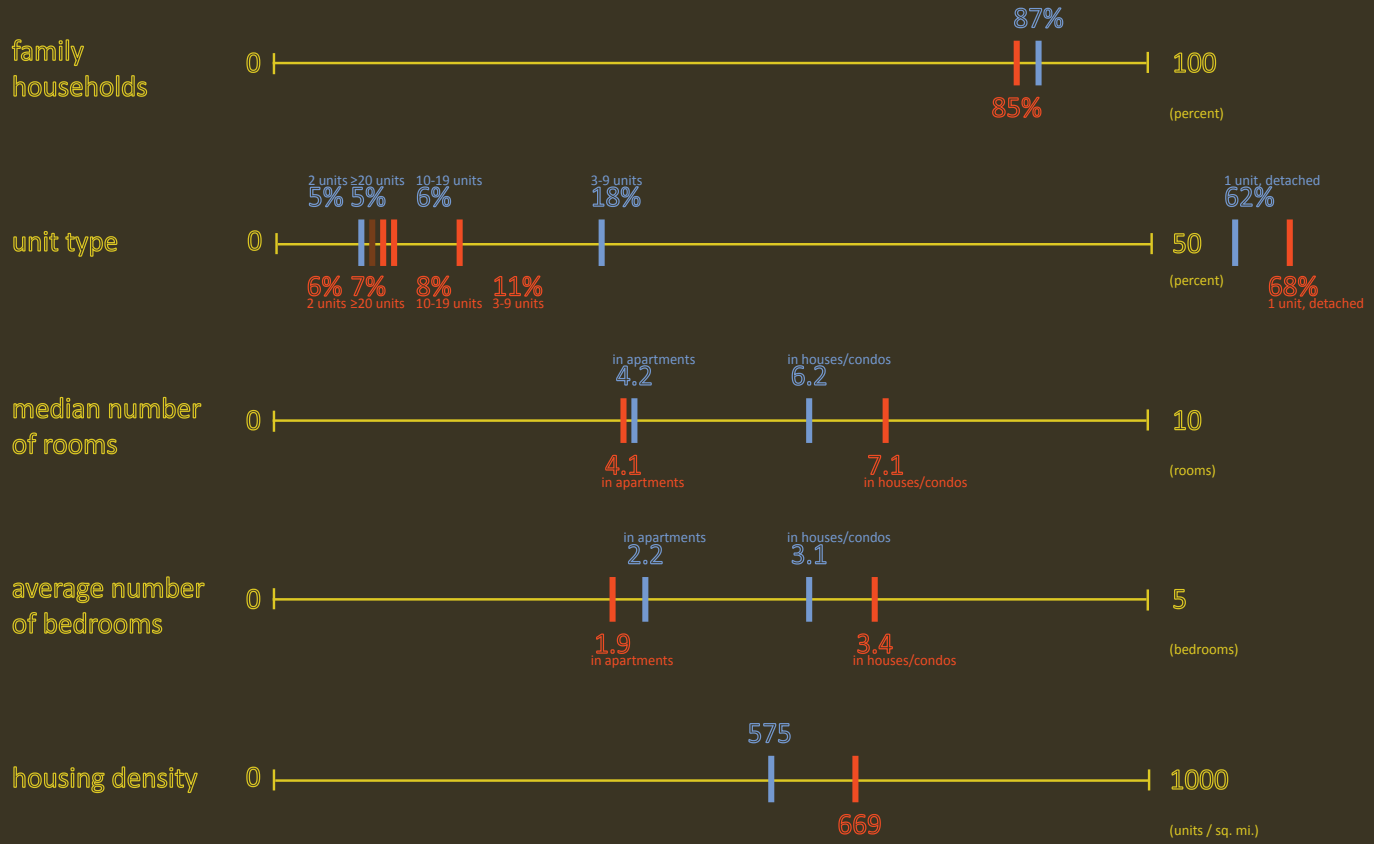








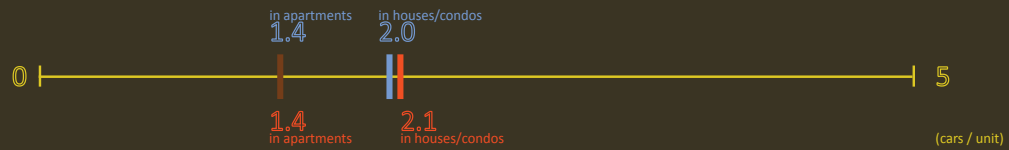




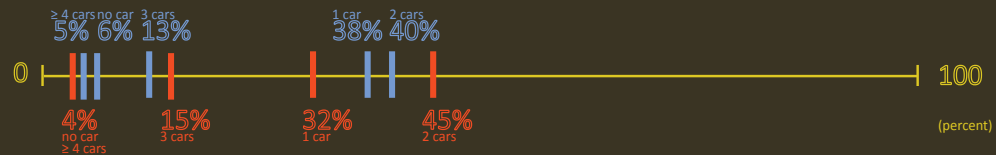
transit mode to work



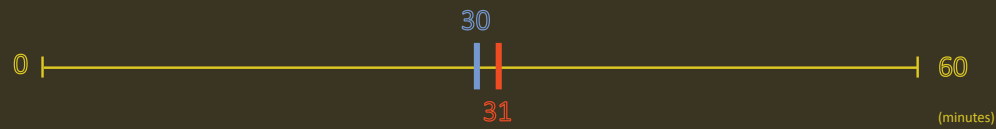
average car ownership



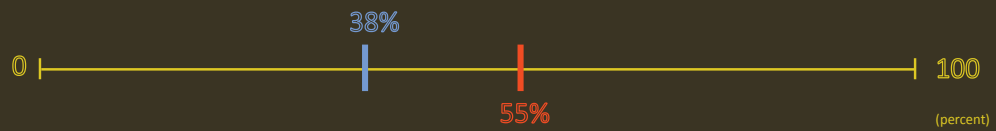
distribution of car ownership

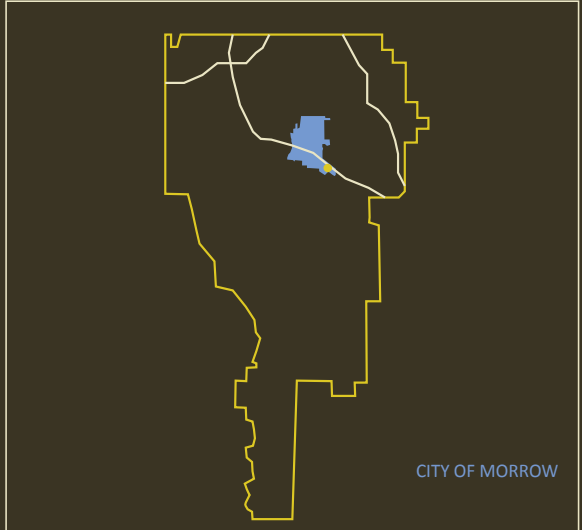
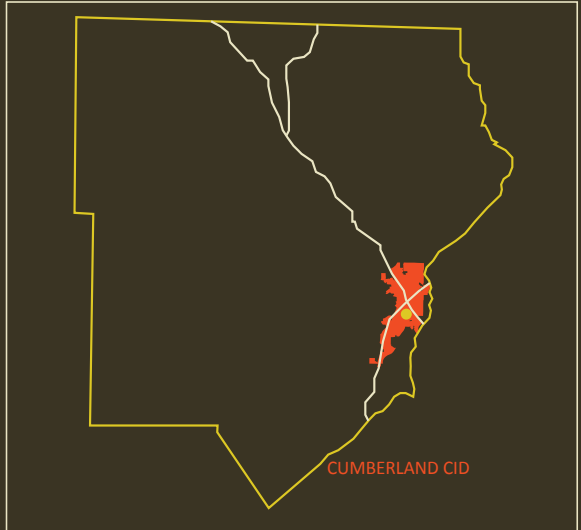


travel time to work (mean)

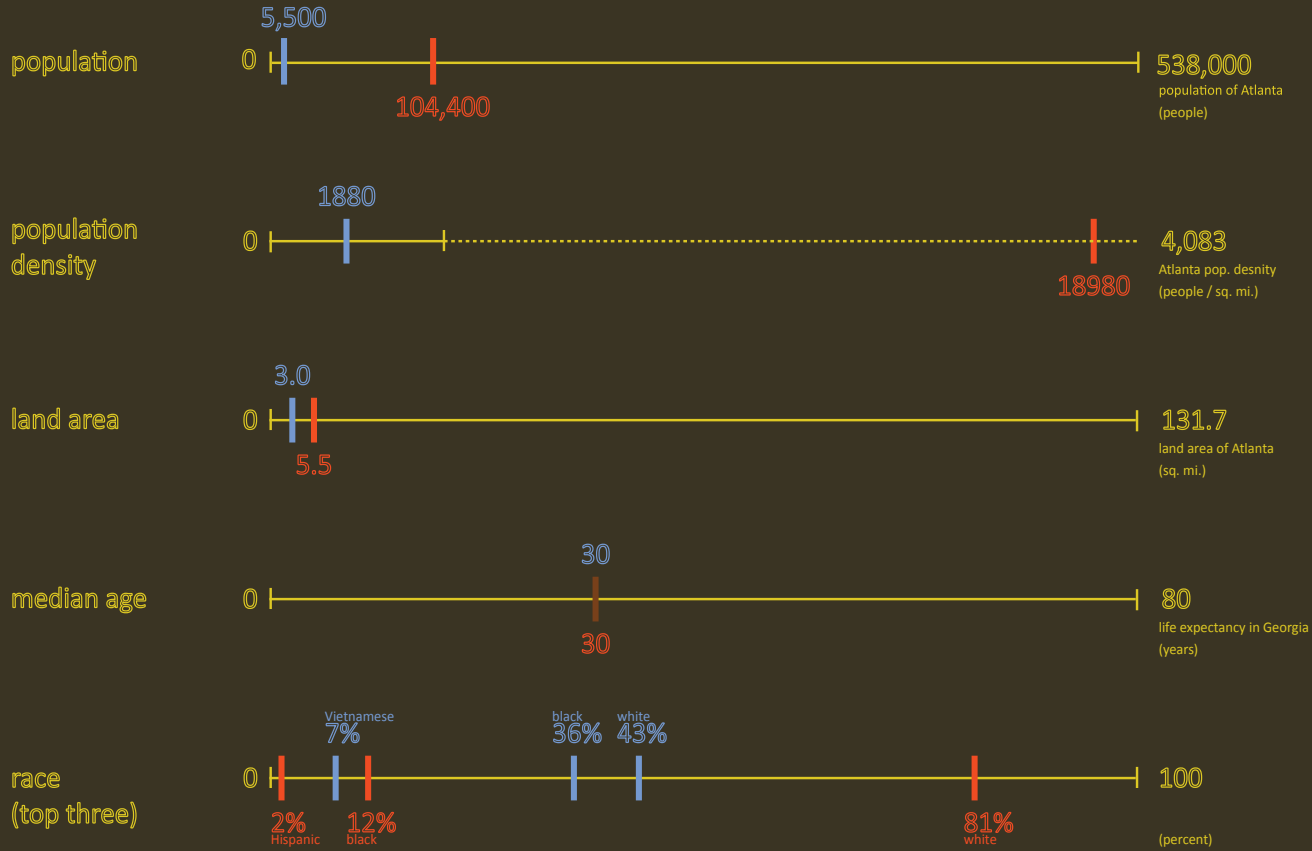


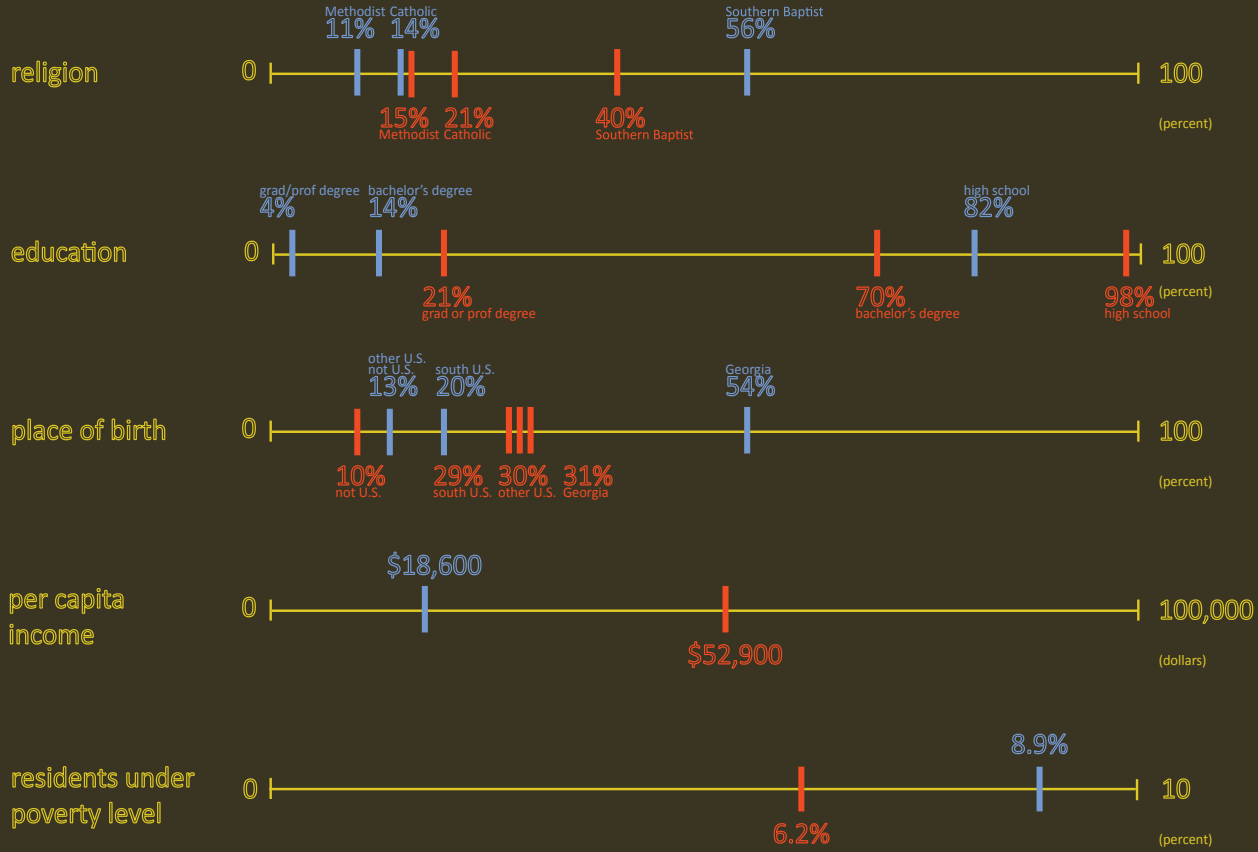
pop. that lives and works here

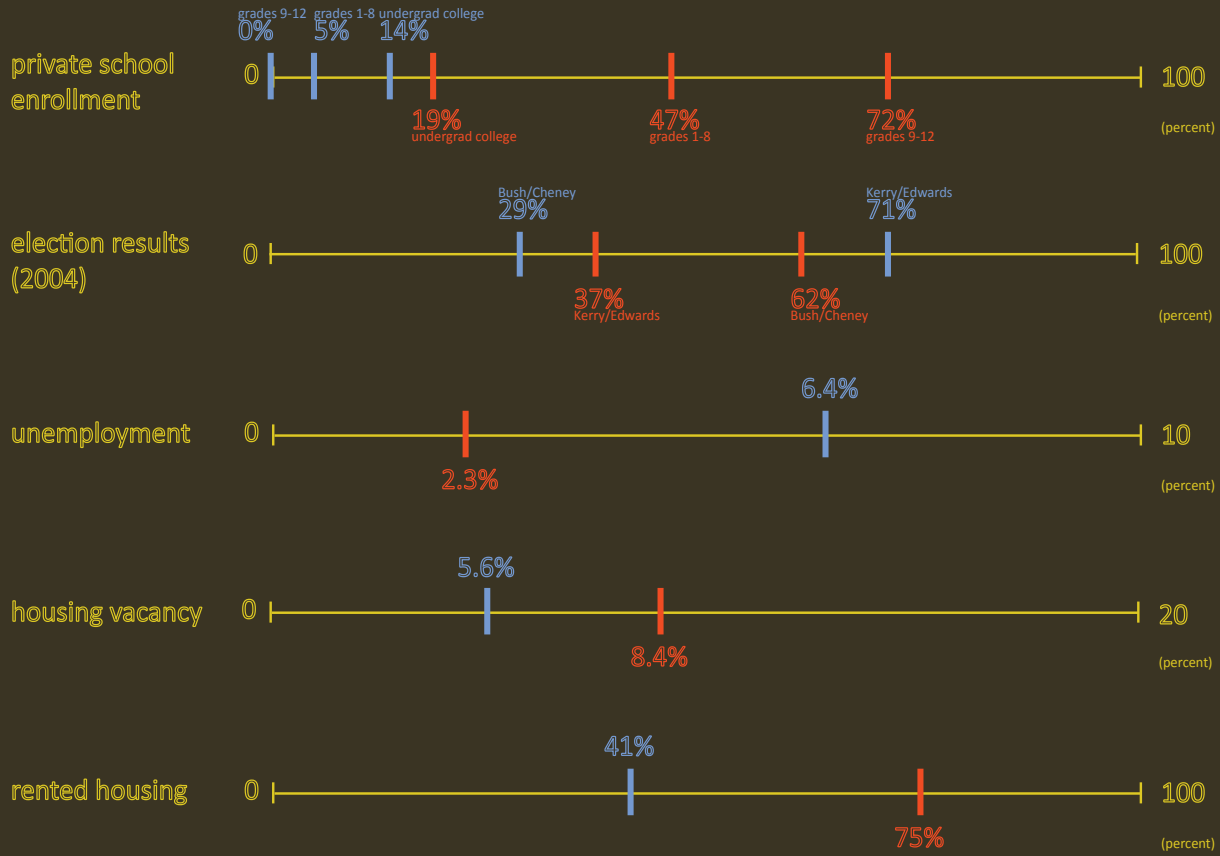




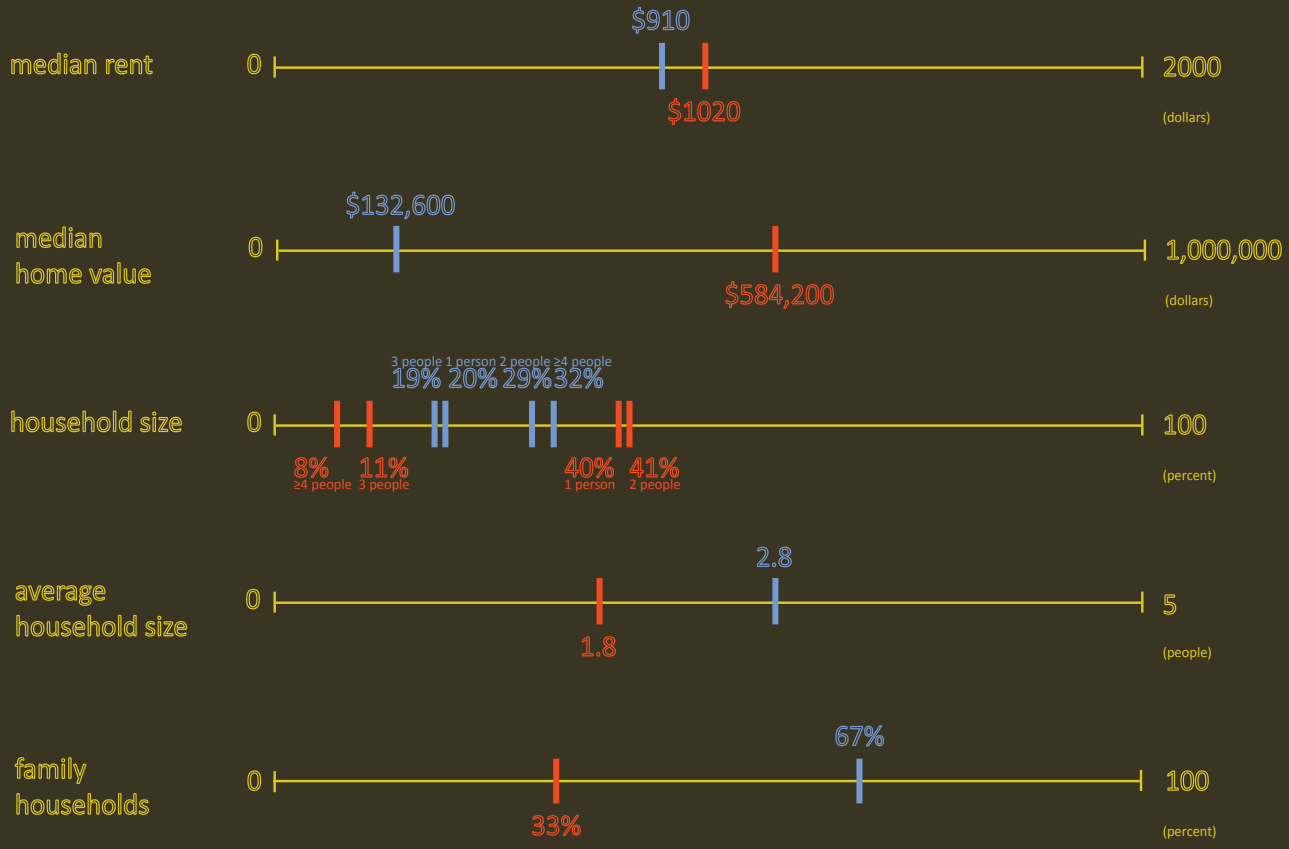
NOTE: STATISTICS FOR CUMBERLAND - WITH THE EXCEPTION OF POPULATION, POPULATION DENSITY, AND LAND AREA - ARE ACTUALLY FOR THE CLOSEST CENSUS DESIGNATED PLACE, VININGS, WHICH SHOULD FAIRLY CLOSELY APPROXIMATE THE DEMOGRAPHICS OF CUMBERLAND, WHICH IS NOT RECOGNIZED BY THE CENSUS BUREAU. ALSO SEE THE COBB COUNTY DEMOGRAPHICS LISTED ABOVE, OR CONSULT THE CENSUS BUREAU FOR INFORMATION ON THE CLOSEST INCORPORATED CITY, SMYRNA.

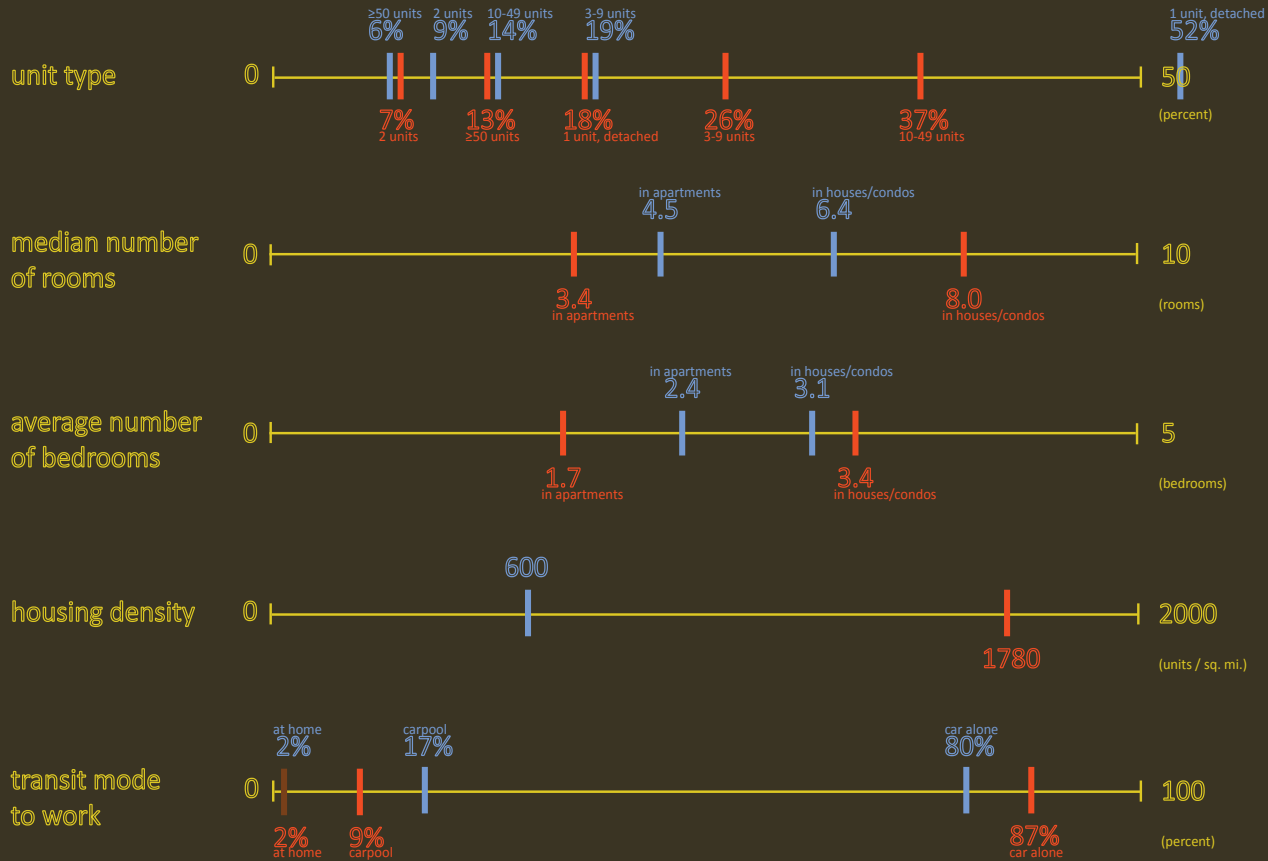




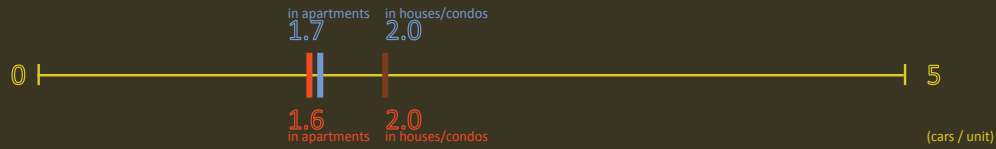




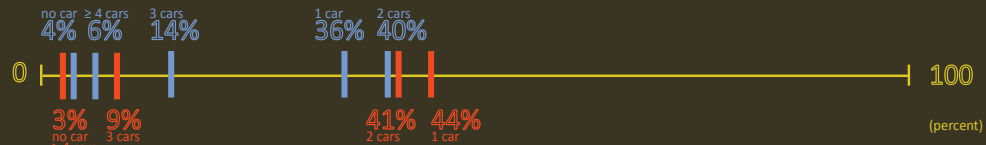




average car ownership



distribution of car ownership



travel time to work (mean)



pop. change due to commuting



pop. that lives and works here



The two areas of investigation within Morrow and Cumberland were chosen instinctively.

Each area is characterized by a formally cohesive road system, producing readable boundaries.  
Each area includes a mall and a concentration of commercial activity.  
Each area is directly accessible by an interstate highway.

The implications of this thesis are for densification; therefore locating these areas was a task of finding places that exhibited some kind of potential for urbanity without yet being urban.  
The resulting areas each dedicate a huge amount of their space to automobile traffic and storage yet somehow each suggests a level of centrality.

The argument here is that densification of the suburbs is both necessary and impending,  
and the place to start is in sites that have the capacity to accommodate increased density without dramatic expansion of infrastructure.

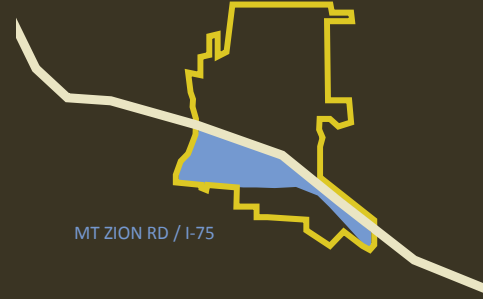
The task is to locate the optimal sites within these areas with an eye to vastness.  
The parking lot with the best and biggest conspicuous space is the parking lot than allows the most room for maneuvering when it comes time to design an intervention that somehow accommodates the conspicuous space of both the big box store and the single family house.



house wieland  
cumberland



CUMBERLAND PKWY / I-75 / I-285



MT ZION RD / I-75

morrow  
ruscha store

house wieland  
cumberland



morrow  
ruscha store

- air
- water
- landfill
- road
- street
- surface water
- existing mass
- existing structure
- surface parking



CUMBERLAND PKWY / I-75 / I-285

- air
- water
- landfill
- road
- street
- surface water
- existing mass
- existing structure
- surface parking



MT ZION RD / I-75



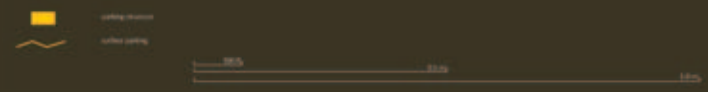
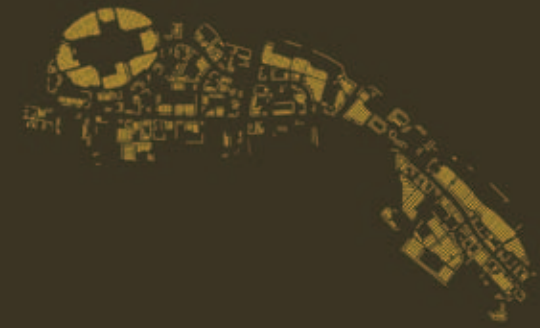
CUMBERLAND PKWY / I-75 / I-285



MT ZION RD / I-75



house wieland  
cumberland



morrow  
ruscha store

house wieland  
cumberland



3

CUMBERLAND PKWY / I-75 / I-285

morrow  
ruscha store



22

MT ZION RD / I-75



house wieland  
cumberland



3

CUMBERLAND PKWY / I-75 / I-285

morrow  
ruscha store



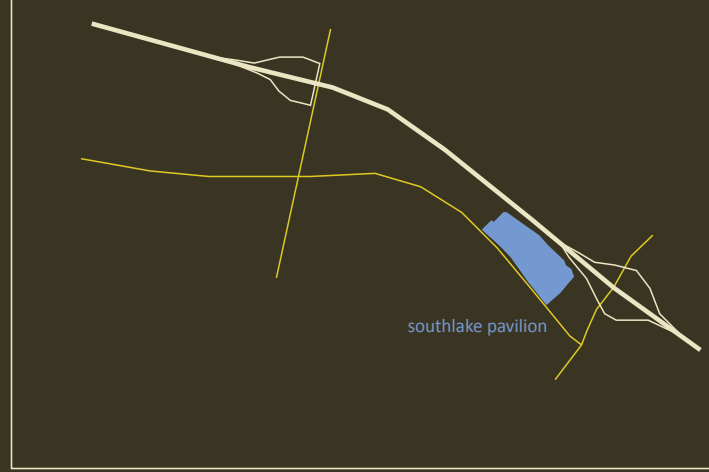
24

MT ZION RD / I-75

house  
wieland  
cumberland



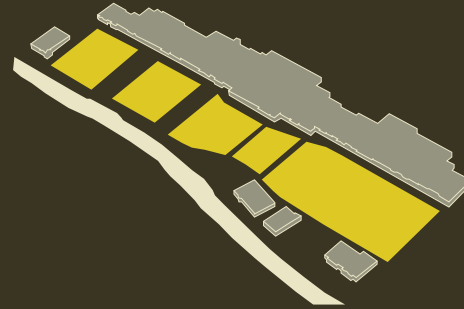
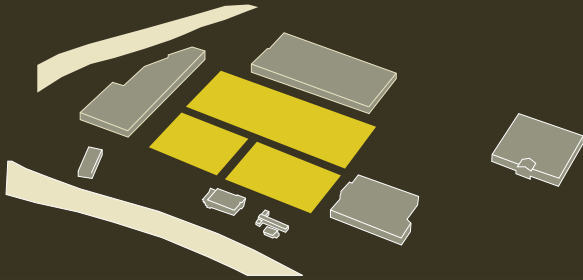
3



morrow  
ruscha  
store

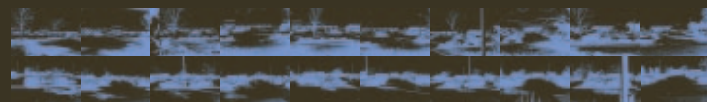
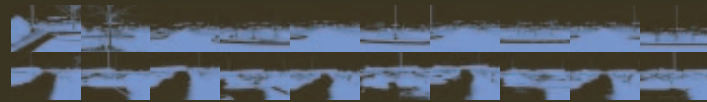
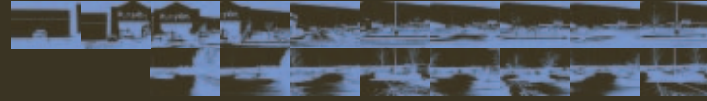
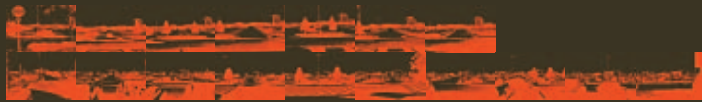
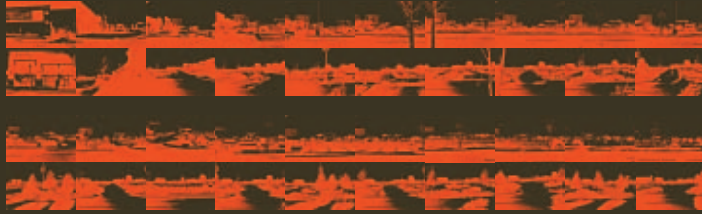
25

house wieland  
cumberland



morrow  
ruscha store

house wieland  
cumberland



morrow  
ruscha  
store

house wieland  
cumberland



morrow  
ruscha store



It is apparent in the previous diagrams that parking occupies a vast proportion of these landscapes.

The reason for this from a pragmatic standpoint is that everybody drives everywhere because nowhere is close enough to walk.

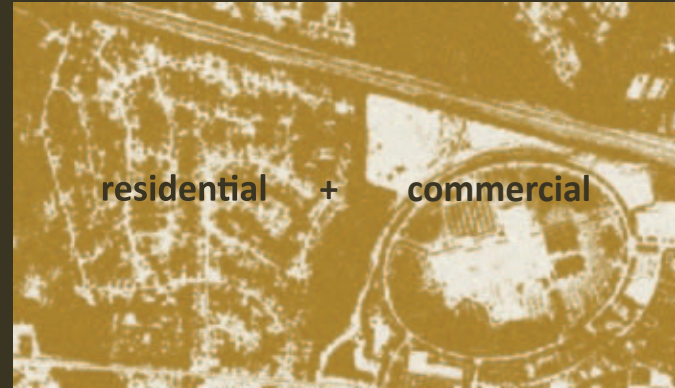
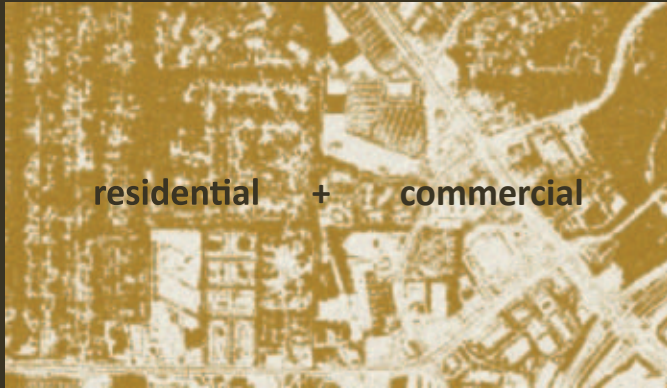
This reality is reflected in zoning ordinances and codes that require a certain amount of parking for a certain amount of any use.

The implicit assumption in these codes is that a car is an American right which must be provided for.

...an assumption that will not be challenged in this thesis.

How can a vast parking lot be made to accommodate programmatic diversity without surrendering its ability to accommodate peak demand for automobile storage?

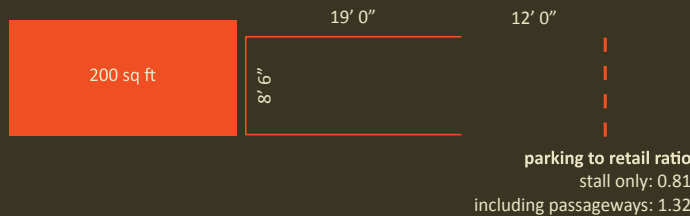




**High-rise apartments and Multifamily dwelling units**  
1.75 spaces per dwelling unit.

**Condominiums, Single-Family, and Townhouse Dwelling Units**  
2 spaces per dwelling unit.

**Retail (and most commercial uses)**  
1 space per 200 square feet (net) of floorspace.



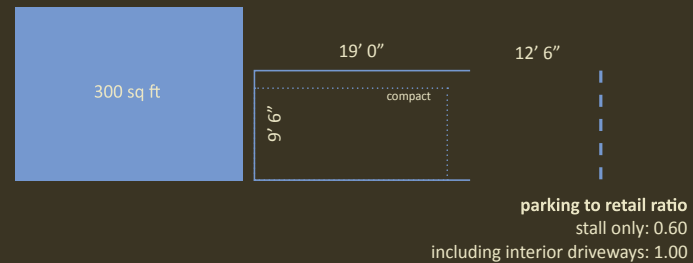
**Spaces and drives shall conform to the following standards:**  
Each space set at a 90-degree angle shall be not less than 162 sq ft in size and shall not be less than 8' 6" wide and 19' deep, exclusive of passageways, which shall be not less than 24' wide.  
Each space set at a 60-degree angle shall be not less than 176 sq ft in size and shall be not less than 8' 6" wide and 20' 8" deep, exclusive of passageways, which shall be not less than 18' 6" wide.  
Each space set at a 45-degree angle shall be not less than 165 sq ft in size and shall be not less than 8' 6" wide and 19' 5" deep, exclusive of passageways, which shall be not less than 13' 6" wide.  
There shall be adequate interior drives to connect each space with a public street.

[www.municode.com](http://www.municode.com), Official Code, County of Cobb, GA, Sec134-272

**Apartments, Duplexes and Other Multiple-Family Uses**  
2 spaces per unit for up to two bedrooms plus 1 per unit for each additional bedroom.

**Single-Family Residence**  
2 spaces for up to three bedrooms, plus 1 for each additional bedroom.

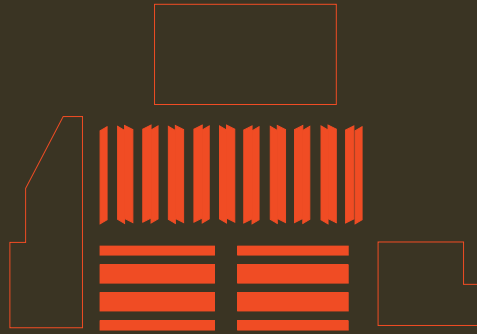
**Retail Stores and Shopping Centers**  
One per each 300 sq. ft. of gross floor area



**Required dimensions for each parking space:**  
Each full-size automobile parking space shall be not less than 9.5 ft wide and 19 ft in length. Parking spaces for compact and sub-compact cars shall not be less than 8 feet wide and 17 feet in length. Adequate interior driveways shall connect each parking space with a public right-of-way.

**Interior driveways:**  
Where 90-degree parking is utilized, all interior driveways shall be a minimum of 23 feet in width. If 45 degree or 60 degree angle parking is used then interior driveways shall be at least 12 feet in width for one-way traffic and 20 feet in width for two-way traffic. In the instance where parallel parking is utilized or there is no parking, interior driveways shall be a minimum of ten feet in width for one-way traffic and 20 feet in width for two-way traffic.

[www.municode.com](http://www.municode.com), Code of Ordinances, City of Morrow, GA, Sections 1202, 1203

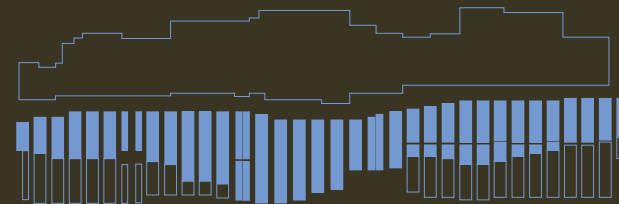


total retail floor area: 155,000 sq ft  
 total required parking stalls: 772  
 actual parking on site: 683  
 percent unnecessary: 0%  
 parking available for housing: 0 units

There is a lack of parking at Akers Mill, according to code, at least.

This would seem to require a more creative strategy that would seem to do the impossible: maintain open space and 100% of existing parking while adding housing.

SUMMIT MID-RISE RANSED LOW-RISE



total retail floor area: 402,000 sq ft  
 total required parking stalls: 1340  
 actual parking on site: 2005  
 percent unnecessary: 33%  
 parking available for housing: 332 units

There is an abundance of parking at Southlake Pavilion, even more than is called for in the code.

This would seem to suggest a straightforward ground strategy for placing housing and the license to claim 33% of the parking lot with minimal impact on existing operations.

MORROW RUSCHA STORE



(a subjective observation)

## DOUBLE STANDARD

traditional domesticity,

modern productivity.

sprawl and congestion peacefully coexisting in the edge city.

also notice the "Private Residence" sign...

is public/private a simple matter of signage?

The only effective cure for urban congestion is to so relate industrial and business zones to residential areas that a large part of their personnel can either walk or cycle to work.

idea  
precedent

cumberland  
MORROW

wieland  
ruscha

house  
store

...the identity of a community emerges from the successive operations of transformation on a site over time.

Lukez, Paul. *Suburban Transformations*. New York: Princeton Architectural Press, 2007. 26.

4

a brainstorming session for actual intervention....

idea  
precedent

cumberland  
MORROW

wieland  
ruscha

house  
store

0

idea

wieland  
cumberland

house

house

IDEA 1

HOUSING TYPOLOGY: ROWHOUSES

RESIDENTIAL PARKING: ON GRADE, AT UNIT

SURFACE COMMERCIAL PARKING: CONCENTRATED INTO AUTOMOATED GARAGES

SUGGESTED DESIGN METHODOLOGY: (NONE)



urban "facade" edge at arterial road is defined by automated parking garages, which concentrate the vast amounts of code-required parking into multi-level, rampless garages and also preempt the patrons from ever having to leave ground level to go shopping. the south face of the parking garage is a vertical farm, producing food to either be sold at or to the nearby markets, or directly to a cooperative established by the residents of the ex-parking lot. parking for housing units is stowed under a raised mews between two rows of units.

precedent

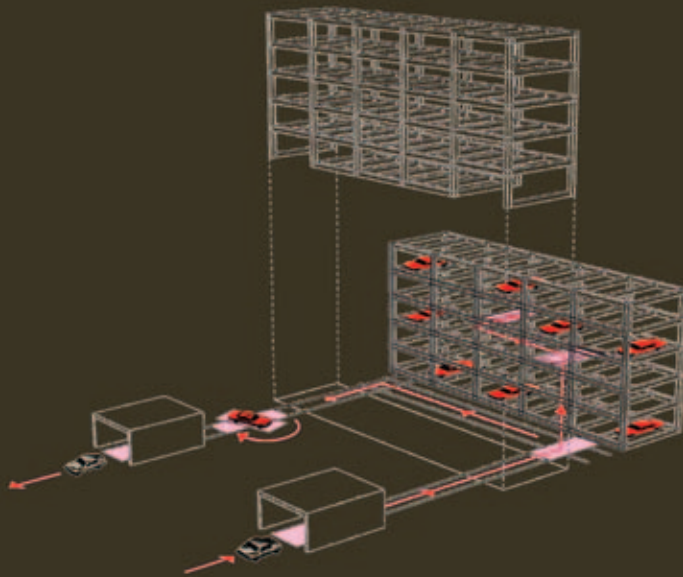
morrow

ruscha

store

PRECEDENT 1

NAME FILTER PARKING  
 AUTHOR LEVEN BETTS  
 PROGRAM PARKING + PARK  
 SITE LARGE SURFACE LOTS



“filter parking confronts the negative impact of parking-lot sprawl in cities and suburbs...American cities and suburbs are inundated with seas of cars, which are housed in unconsidered and wasteful structures and on asphalt expanses.”  
 leven betts proposes to concentrate the armies of American automobiles in automated garages to free up space for parks. the program of this proposal could’ve been anything, or more appropriately, the program of the freed space could relate in some way to the function that the existing parking lot serves.

Leven, Steve, and Betts, Stella. *Leven Betts: Pattern Recognition*. New York: Princeton Architectural Press, 2009. 131-133.



idea  
cumberland  
wieland  
house

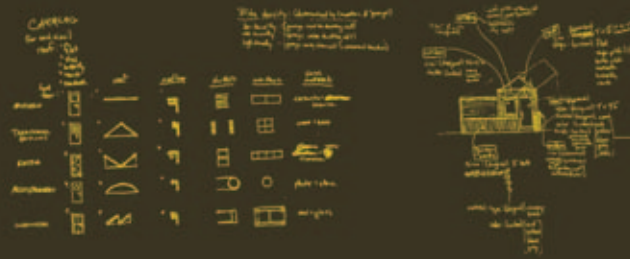
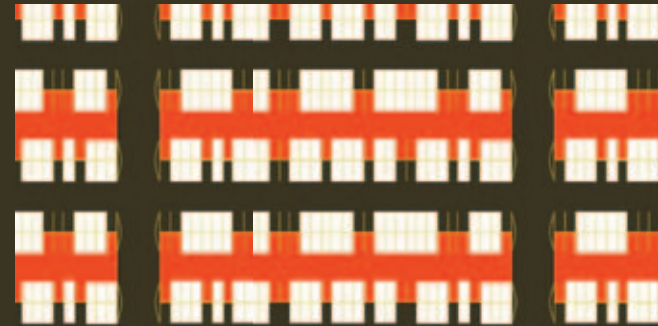
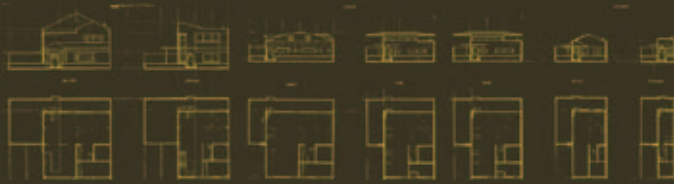
IDEA 2

HOUSING TYPOLOGY: DUPLEXES / DETACHED HOUSES

RESIDENTIAL PARKING: ON GRADE, AT UNIT

SURFACE COMMERCIAL PARKING: FULLY OCCUPIED, NOT REPLACED

SUGGESTED DESIGN METHODOLOGY: PATTERN COLLAGE



duplexes and detached houses are lined up in grain with the rows of parking, with the stalls becoming the units and yards and parking, and every second driveway become a green mews in between fronts of buildings. the units will be customized from a catalog using a preset design code based on individual building elements.

precedent  
morrow  
ruscha  
store

PRECEDENT 2

NAME

DESIGN VOCABULARY MATRIX / CODE

AUTHOR

NELESSON / DUANY PLATER ZYBERK

PROGRAM

HOUSING

SITE

MASTER PLANNED DEVELOPMENT



nelesson establishes a design code based of the exterior, visible elements of the buildings in order to create harmony along the street.

duany plater-zyberk create a kit of parts from which to build, allowing greater control of the design of the whole town up front. in cases where they don't have control of the whole town, they will design through codes that resemble more normative municipal codes, but with the intention of creating a traditionally urban, small-town character.

Nelessen, Anton C. *Visions for a New American Dream*. Chicago: American Planning Association, 1994. 346-347. Duany, Andres, and Plater-Zyberk Elizabeth. *Towns and Town-Making Principles*. Ed. Alex Krieger. New York: Rizzoli International Publications, 1991. 36, 51.

IDEA 3

HOUSING TYPOLOGY:

DETACHED HOUSES

RESIDENTIAL PARKING:

ON GRADE, AT UNIT

SURFACE COMMERCIAL PARKING:

PARTIALLY OCCUPIED

SUGGESTED DESIGN METHODOLOGY:

BOARD GAMES



two double bedrooms



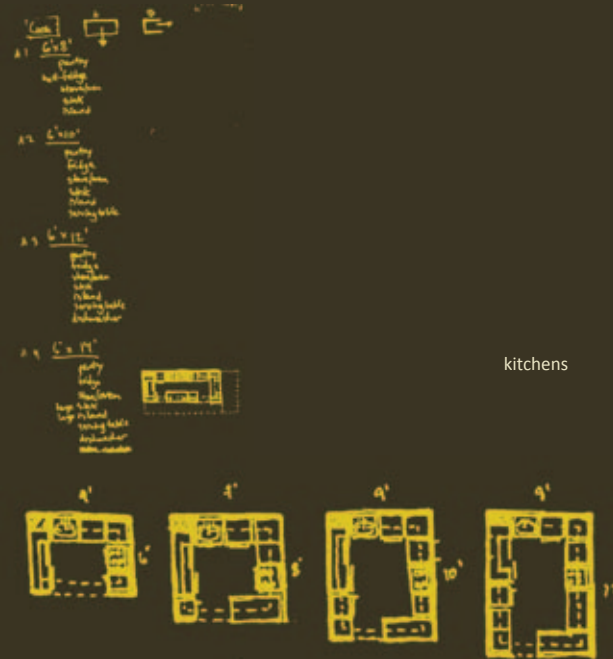
twin bedroom



double bedroom



king bedroom



houses are mass-customized by assembling various "chess pieces," each of which have certain options and sizes and configurations with other pieces. the grid of the parking lot would provide the "chess board" on which to arrange these pieces into a whole. the main pieces would be core elements - bathrooms, kitchens, bedroom - while the more extroverted pieces would be freeform and absorb any slack necessary in the assemblage of the core pieces.

PRECEDENT 3  
 NAME FORD VEHICLE LINEUP  
 AUTHOR FORD MOTOR COMPANY  
 PROGRAM HOUSING  
 SITE EVERYWHERE



V6 Premium Convertible	GT Premium	GT Convertible	GT Premium Convertible
Compare	Compare	Compare	Compare
<b>\$28,995</b> Starting MSRP <sup>1</sup> MPG City/Hwy 18/26 <sup>2</sup>	<b>\$30,995</b> Starting MSRP <sup>1</sup> MPG City/Hwy 17/23 <sup>2</sup>	<b>\$32,995</b> Starting MSRP <sup>1</sup> MPG City/Hwy 17/23 <sup>2</sup>	<b>\$35,995</b> Starting MSRP <sup>1</sup> MPG City/Hwy 17/23 <sup>2</sup>
<b>Equipment Highlights:</b> Reclining front bucket seats with 60-way power adjustable driver's seat  Driver 100 audio system with an AM/FM stereo, 6-disc CD/MP3 player and 8 speakers  V6 grille and fascia  3-speed manual transmission  Ambient interior lighting	<b>Equipment Highlights:</b> Reclining front bucket seats with 60-way power adjustable driver's seat  Driver 100 audio system with an AM/FM stereo, 6-disc CD/MP3 player and 8 speakers  Bright-aluminum dash, appliques, pedal covers, scuff plate, shifter knob  Dual bright-ripled exhaust tips OPTIONAL  GT grille and fascia  Ambient exterior lighting	<b>Equipment Highlights:</b> Sport bucket seats  AM/FM premium stereo with single-CD player  Black dash, pedals, scuff plate and shifter knob  Dual bright-ripled exhaust tips  GT grille and fascia  3-speed manual transmission  18" wide spoke aluminum wheels  GT grille and fascia  Ambient exterior lighting	<b>Equipment Highlights:</b> Reclining front bucket seats with 60-way power adjustable driver's seat  Driver 100 audio system with an AM/FM stereo, 6-disc CD/MP3 player and 8 speakers  Bright-aluminum dash, appliques, pedal covers, scuff plate, shifter knob  Dual bright-ripled exhaust tips OPTIONAL  GT grille and fascia  Ambient exterior lighting  SYNC In-Car Connectivity System

"You can have any color you want, as long as it's black,"  
 ...or kona blue or torch red or sunset gold or brilliant silver or sterling grey or red candy or performance white or grabber blue...

efficient production of differences by selectively targeted and disguised uniformity, by creating and marketing a certain number of models, automakers are able to produce variations on those themes, with options available for all sorts of customizations.

fordvehicles.com

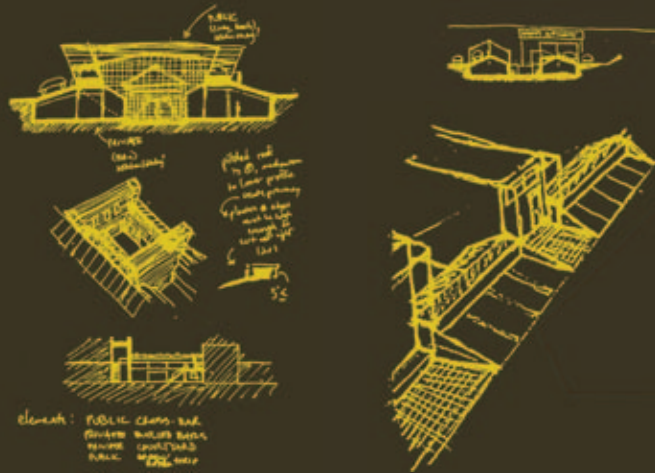
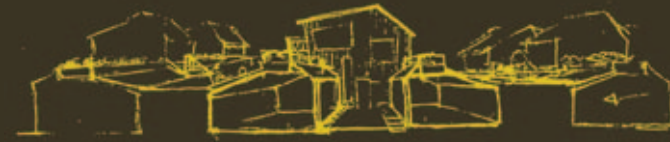
IDEA 3

HOUSING TYPOLOGY: ATTACHED COURTYARD HOUSES

RESIDENTIAL PARKING: ON GRADE, AT UNIT

SURFACE COMMERCIAL PARKING: PARTIALLY OCCUPIED, DUAL PURPOSED

SUGGESTED DESIGN METHODOLOGY: CUT-AND-FILL



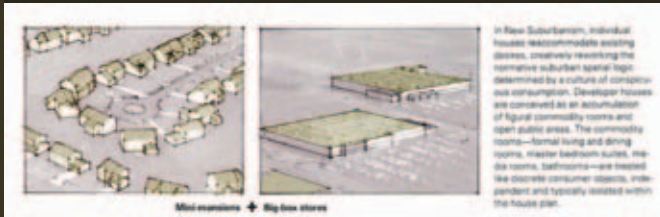
elements: PUBLIC COMMONS BAR  
PRIVATE HOUSES WITH  
SUNKEN COURTYARDS  
PARKING



courtyard houses occupy the parking lot, with their courtyards sunken a level below grade to create an intimate place within the vast space of the strip's parking lot. each house consists of two parallel private bars containing bedrooms and the like, sunken with and opening on the courtyard, intersected by a taller public bar containing dining rooms, family rooms and kitchens that would exist a level above the parking lot, proclaiming the unit's presence and identity. this sectional strategy allows a significant amount of parking to be maintained as part of the roofs of the housing units.

PRECEDENT 4

NAME NEW SUBURBANISM  
 AUTHOR LEWIS TSURUMAKI LEWIS  
 PROGRAM HOUSING + BIG BOX  
 SITE SUBURBAN AMERICA



In New Suburbanism, individual houses accommodate existing desires, creatively reworking the normative suburban spatial organization. Developer houses are conceived as an accumulation of formal commodity rooms and open public areas. The commodity rooms—formal living and dining rooms, master bedroom suites, media rooms, bathrooms—are treated like discrete consumer objects, independent and typically located within the house site.

“This project explores the impact on contemporary suburban culture of combining large-scale retail operations such as shopping centers and big box stores with the single-family house. The joining of these suburban building types creates efficient land use, sharing existing infrastructure, and reduces overall transportation needs while maintaining the patterns and social life of the suburb. Building houses on vast roofs of retailing centers mitigates horizontal suburban sprawl and offers new opportunities for social interaction. In effect, the house and store maintain their conventional uses, programs, and circulations while allowing new connections to the surrounding community.”

Sprawl and Public Space. Ed. David J. Smiley. New York: Princeton Architectural Press, 2002. 75.

idea

cumberland

wieland

house

IDEA 3

HOUSING TYPOLOGY:

ATTACHED COURTYARD HOUSES

RESIDENTIAL PARKING:

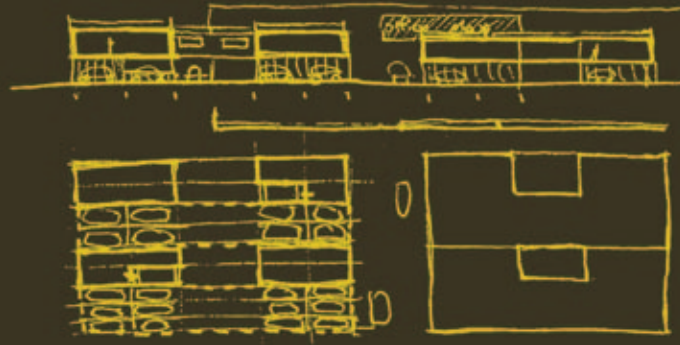
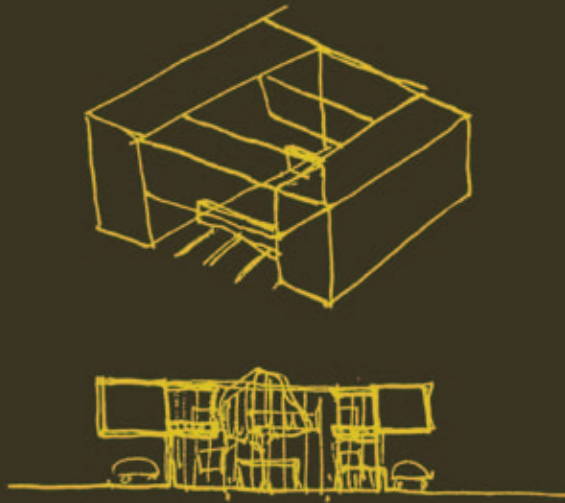
ON GRADE, AT UNIT

SURFACE COMMERCIAL PARKING:

PARTIALLY OCCUPIED

SUGGESTED DESIGN METHODOLOGY:

FILL-AND-CUT



courtyard houses occupy the parking lot, with their courtyards either existing at ground level or simply being a void to the parking lot below. the ground plane is re-established on the roof, providing space for the American lawn to be relocated. this sectional strategy also allows a significant amount of parking to be maintained while still filling the site with housing.

precedent

morrow

ruscha

store

PRECEDENT 5

NAME

VILLA SAVOYE

AUTHOR

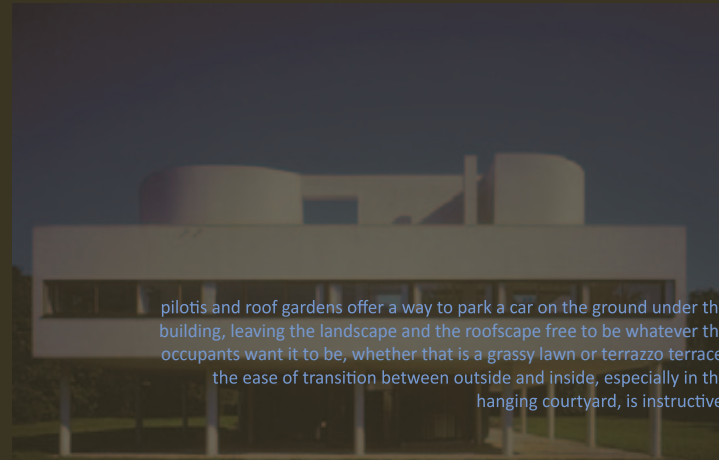
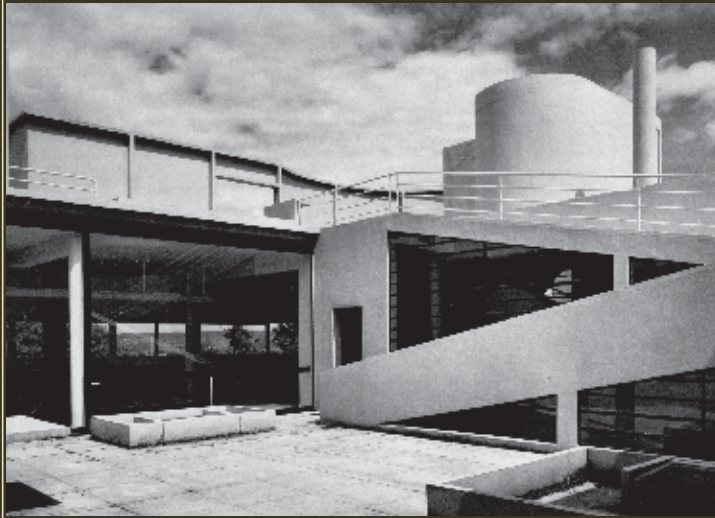
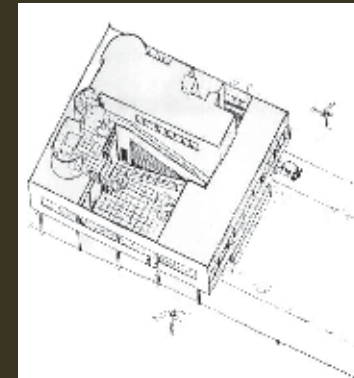
LE CORBUSIER

PROGRAM

HOUSE

SITE

POISSY, FRANCE (RURAL)



pilotis and roof gardens offer a way to park a car on the ground under the building, leaving the landscape and the roofscape free to be whatever the occupants want it to be, whether that is a grassy lawn or terrazzo terrace. the ease of transition between outside and inside, especially in the hanging courtyard, is instructive.

Frampton, Kenneth. Le Corbusier. New York: Thames and Hudson, 2001. 78.



## epilogue

The two elements of the suburban pattern that cause the greatest problems are the extreme separation of uses and the vast distances between things.

5

Kunstler, James Howard. *The Geography of Nowhere*. New York: Touchstone, 1993. 177.

0

THE PROJECT

program single-family housing

site akers mill, cumberland, cobb county, ga  
southlake pavilion, morrow, clayton county, ga

design methods collage , prototyping

first step creating prototypes to be collaged

intent reintegrate residence with commerce in the  
suburb without challenging the existing paradigms



the suburbs don't quite work yet.  
they started as bedroom communities  
**dependent on mother cities**  
then commerce moved out to the suburbs  
in some cases, creating edge cities.  
zoning law didn't change, however  
and the various land uses are still separate  
like so many foods on a plastic plate.  
by bringing together the house and the big box  
without changing the basic concept of either  
i hope to create a new paradigm  
that is firmly rooted in the status quo  
while at the same time undermining it  
to help create a sustainable future.

*festina lente*

## annotated bibliography

with relevent quotes that  
didn't make it into the book

5

3

Bayer, Glenn H. **Housing and Society**. New York: Macmillan, 1965.

Suburbia. "land is the first requisite for suburban development." (359) "suburban areas offered a desirable place in which to bring up children by providing space to play, playgrounds, and safety from traffic." (363) "[from Buchard] something is still missing in this suburban aesthetic: Something of beauty, something of humor, something of informality, something of surprise, something in short of nature." (373) "the primary factor that makes our ever-new and ever-growing suburbs possible is a rather extensive supply of relatively inexpensive land made available because of the automobile and our modern freeways and other primary roads...cheap...few controls" (375)

Carver, Humphrey. **Cities in the Suburbs**. Toronto: University of Toronto Press, 1962.

Chermayeff, Serge. **Community and Privacy**. New York: Doubleday & Co., Inc., 1963.

4. Suburban Flop. "But when everything is everywhere, wherever you go there is nothing tangible to find." (71)

5. In Search of the Small. "A genuine variety in daily experience is missing." (79) "More and more becomes less and less, and mere quantity and repetition of individually stimulating events kills their effectiveness. The kaleidoscope of brilliant colors spins into the monochrome gray..." (83) "The very instruments that have given man increased dynamic power – total mobility and instantaneous communication – are destroying the equilibrium in the human habitat." (84)

city-data.com. "Atlanta"; "Vinings"; "Morrow"; "Cobb County"; "Clayton County".

Congress for the New Urbanism. **Charter of the New Urbanism**. ed. Michael Leccese and Kathleen McCormick. New York: McGraw-Hill, 2000.

cumberlandcid.org. "Cumberland Community Improvement District 2007 Annual Report."

Duany, Andres, and Plater-Zyberk Elizabeth. **Towns and Town-Making Principles**. Ed. Alex Krieger. New York: Rizzoli International Publications, 1991.

Foreward. "Statistically speaking, between 1950 and 1955, the proportion of suburban development in the United States pushed past fifty percent..." (7)

Since (and Before) Seaside. "we admire one kind of place...but we consistently build something very different...we continue to build – and live in – vast tracts of undifferentiated development that form neither neighborhoods, towns, nor cities." (9) "Like the ancient Greeks, Duany and Plater-Zyberk prefer to think of the modern suburb as a rudimentary form of habitation, something which precedes the city and thus is in need of civilizing." (15)

Afterword. "Our era will then be remembered merely as the age of mass movement: travel circulation, transport, migration, commuting...The time, space, and energy invested in building and updating circulation infrastructures leave very little to invest in the places we actually travel to and from. For several decades now, movement has taken precedence over form." (117)

Flink, James J. **Car Culture**. Cambridge: MIT Press, 1975.

Garreau, Joel. "Atlanta: The Color of Money." **Edge City: Life on the New Frontier**. New York: Doubleday, 1991.

Gruen, Victor. "Retailing and the Automobile: A Romance Based Upon a Case of Mistaken Identity." **Stores and Shopping Centers**. Ed. James S. Hornbeck. New York: McGraw Hill, 1962.

"A love affair developed between the retailer and the automobile, creating a desire in the retailer to be as close as possible to the object of his affection." (96) "No automobile – not even the most elegant Cadillac – ever bought a thing." (103)

Jacobs, Jane. **Death and Life of Great American Cities**. New York: Random House, Inc., 1961.

7. Generators of Diversity. "A mixture of uses, if it is to be sufficiently complex to sustain city safety, public contact and cross-use, needs an enormous diversity of ingredients." (144) "When distance inconvenience sets in, the small, the various and the personal wither away." (147) "A lively city scene is lively largely by virtue of its enormous collection of small elements." (148)

8. The Need for Mixed Primary Uses. "The district, and indeed as many of its internal parts as possible, must serve more than one primary function; preferably more than two. These must insure the presence of people who go outdoors on different schedules and are in the place for different purposes, but who are able to use many facilities in common." (152) "Secondary diversity... grow[s] in response to the presence of primary uses, to serve the people the primary uses draw." (162) "If secondary diversity flourishes sufficiently and contains enough that is unusual or unique, it seemingly can and does become, in its accumulation, a primary use itself." (163) "All primary uses...are a city's chessman...The number of pieces is not fixed by the rules. If well deployed, the pieces multiply." (167) "...mixtures of primary diversity and sufficient concentration of dwellings are more difficult to create if they are lacking. The sensible thing is to begin where at least one of these two conditions already exists or can be fostered relatively easily." (176)

9. The Need for Small Blocks. "...it is fluidity of use, and the mixing of paths, not homogeneity of architecture, that ties together city neighborhoods into pools of city use." (182)

10. The Need for Aged Buildings. "The district must mingle buildings that vary in age and condition, including a good proportion of old ones." (187) "If a city area has only new buildings, the enterprises that can exist there are automatically limited to those that can support the high costs of new construction." (187) "The economic value of new buildings is replaceable in cities...by the spending of more construction money. But the economic value of old buildings is irreplaceable at will. It is created by time." (199)

11. The Need for Concentration. "The district must have a sufficiently dense concentration of people, for whatever purpose they may be there. This includes people there because of residence." (200) "No one way is a good way to house a city neighborhood; no mere two or three ways are good. The more variations there can be, the better." (214)

18. Erosion of Cities or Attrition of Automobiles. "Traffic arteries, along with parking lots, gas stations and drive-ins, are powerful and insistent instruments of city destruction...City character is blurred until every place becomes more like every other place, all adding up to Noplace...uses that cannot stand functionally alone...are severed from one another." (338) "...how to accommodate intricate and concentrated land use without destroying the related transportation?" (340) "His [Le Corbusier's] vision of skyscrapers in the park degenerates in real life into skyscrapers in parking lots. And there can never be enough parking." (343) "...the main virtue of pedestrian streets is not that they completely lack cars, but rather that they are not overwhelmed and dominated by floods of cars, and that they are easy to cross. / Even for children the point may be less to segregate the cars than to reduce the domination by cars and combat the erosion of sidewalk play space by cars." (348) "...the more space that is provided cars in cities, the greater becomes the need for use of cars, and hence for still more space for them." (351) "Duplication of car parking is also familiar in suburbs: the schools, the supermarkets, the churches, the shopping centers, the clinics, the movie, all the residences, must have their own parking lots and all this duplicate parking lies idle for much of the time." (356) "...the point is not attrition of automobiles in cities but rather the attrition of automobiles by cities. Tactics are suitable which give room to other necessary and desired city uses that happen to be in competition with automobile traffic needs." (363) "Possibilities for adding to convenience, intensity and cheer in cities, while simultaneously hampering automobiles, are limitless." (364) "Attrition of automobiles requires changes in habits and adjustments in usage too; just as in the case of erosion it should not disrupt too many habits at once." (369) "The purpose of life is to produce and consume automobiles." (370)

Koolhaas, Rem, et. al. "Atlanta." **S, M, L, XL**. New York: Monacelli Press, 1998.

Krier, Leon. **Architecture of Community**. Washington, D.C.: Island Press, 2009.

Kunstler, James Howard. **The Geography of Nowhere**. New York: Touchstone, 1993.

The Evil Empire. "Americans have been living car-centered lives for so long that the collective memory of what used to make a landscape or a townscape or even a suburb humanly rewarding has nearly been erased." (113) "Not surprisingly, planners are now chiefly preoccupied with administration procedure...All true design questions...were long ago "solved" by civil engineers and their brethren and written into municipal zoning codes." (113) "America has now squandered its national wealth erecting a human habitat that, in all likelihood, will not be usable very much longer, and there are few unspoiled places left to retreat to in the nation's habitable reaches." (114) "...the whole system of suburban sprawl is too expensive to operate, to costly to maintain, and a threat to the ecology of living things...it was a foolish waste of resources in the first place, and it remains to be seen whether its components can be recycled, converted to other uses, or moved, or even whether the land beneath all the asphalt, concrete, and plastic can be salvaged." (114) "Today, we have achieved the goal of total separation of uses in the man-made landscape...The amount of driving necessary to exist within this system is stupendous, and fantastically expensive...The costs of all this driving in terms of pollution...are beyond calculation. The cost to society...is also titanic. The least understood cost – although probably the most keenly felt – has been the sacrifice of a sense of place: the idea that people and things exist in some sort of continuity, that we belong to the world physically and chronologically, and that we know where we are." (118) "The Auto Age, as we have known it, will shortly come to an end, but the automobile will still be with us. Whatever the fate of the petroleum supply, there will be cars and trucks around in any plausible version of the future." (124)

Better Places. "The great suburban build-out is over." (245) "...the monotony and soullessness of single-use zoning, which banished the variety that was the essence of our best communities. We have lost our knowledge of how physically to connect things in our everyday world, except by car and telephone." (246) "...single-family detached homes on half-acre lots out in the hills, minimalms along the connector roads, ac-

countants' offices out in the old cornfields...are the mindless twitching of a brain-dead culture, artificially sustained by the intravenous feeding of cheap oil." (247) "...we shall have to give up mass automobile use... The adjustment may be painful for a nation that views car ownership as the essence of individual liberty. Indeed, it is estimated that one sixth of all Americans make their living off of cars in one way or another." (248) "During this epoch of stupendous wealth and power, we have managed to ruin our greatest cities, throw away our small towns, and impose over the countryside a joyless junk habitat which can no longer afford to support. Indulging in a fetish of commercialized individualism, we did away with the public realm, and with nothing left but private life in our private homes and private cars, we wonder what happened to the spirit of community. We created a landscape of scary places and became a nation of scary people." (273) "We will have to replace a destructive economy of mindless expansion with one that consciously respects earthly limits and human scale...We'll have to give up our fetish for extreme individualism and rediscover public life." (275)

Leven, Steve, and Betts, Stella. **Leven Betts: Pattern Recognition**. New York: Princeton Architectural Press, 2009.

Pattern Recognition. "Do the configurations of roads, buildings, farming, and landscape that we see from the air reveal a built logic that addresses the needs of the surrounding community and of the natural environment? Or are they short-term solutions that will have to be reconfigured later." (8)

Lewis, Paul et al. **Lewis. Tsurumaki. Lewis : Opportunistic Architecture**. New York: Princeton Architectural Press, 2008.

Lukez, Paul. **Suburban Transformations**. New York: Princeton Architectural Press, 2007.

The Development of Identity. "The dilemma we face is two-fold: it centers on the speed and scale. Both factors add to the complexity of the task. Nevertheless, we are well positioned, if we so choose, to engage in the search for the right "fit" between the form and use of our suburban communities by working within the existing interventions and their residues, before erasing all traces of past interventions. Not only will we save resources, natural and man-made, but our energies will be focused on creating new and unexpected hybrid inventions." (11) "If the suburbs lack identity, some of it can be attributed to the commodification of architectural typologies associated with corporate entities and their ubiquitous distribution across the country, making places more alike in order to market a consistent brand identity...The social and psychological link to place is secondary." (13) "Adaptive Design Process" (15) "Suburbs are laid waste not by warfare, but by economic forces and a natural cycle of decay. Over time and through a process of erasure and writing, suburbs can become unique places, imbued with their own distinctive identities." (20)

Selecting Tools: (Hybrid) Building Typologies and Design Tools. [series of diagrammatic intervention types, including parking strategies] (93-103)

Mumford, Lewis. **The City in History**. New York: Harcourt, Brace, and World, 1961.

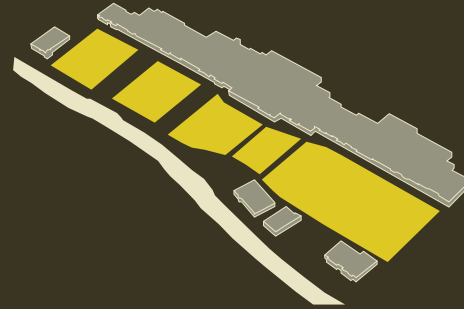
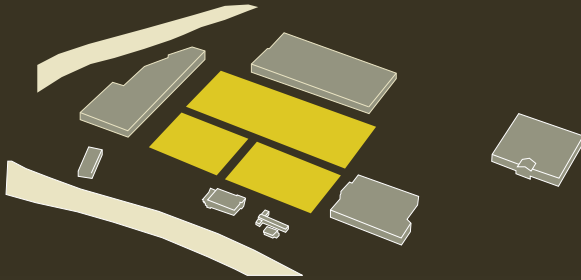
Suburbia – and Beyond. "[In medieval monastic suburbs] gardens and orchards and shaded walks, not just gaping space, accompanied the buildings." (483) "...the suburb might almost be described as the collective urban form of the country house..." (484) "...the retreat from the city [was] an attempt to achieve liberation from the sometimes dreary conventions and compulsions of an urban society: an effort...to have life on one's own terms, even if it meant having it alone." (485) "Thus the ultimate effect of the suburban escape in our time is, ironically, a low-grade uniform environment from which escape is impossible." (486) "[In the suburb] life ceased to be a drama, full of unexpected challenges and tensions and dilemmas: it became a bland ritual of competitive spending." (494) "Politically the suburb might be described as an attempt to reduce the functional urban community to a size small enough for an individual family to cope with." (500) "Neither neighborhood nor city give cohesion to the suburb of the 'motor age.' The suburban shopping centers, the suburban factories and business office and research institutions, provide a minimum of facilities for association while imposing through their random distribution a maximum of effort – whether counted in time, mileage, or cost." (502) "Compulsory mobility provides fewer, not more opportunities for association than compulsory stability provided in the walled town." (503) "As soon as the motor car became common, the pedestrian scale of the suburb disappeared, and with it, most of its individuality and charm." (505) "...our cities are being destroyed for...the worship of speed and empty space." (509) "If we are concerned with human values, we can no longer afford either sprawling Suburbia or the congested Metropolis: still less can we afford a congested Suburbia, whose visual openness depends upon the cellular isolation and regimentation of its component families in mass structures." (511)

Mumford, Lewis. **The Highway and the City**. New York: Harcourt, Brace, Jovanovich, Inc., 1963.

The Case Against 'Modern Architecture.' "In wiping out the past, unfortunately, the cult of the machine surreptitiously destroyed its own future – and left only an under-dimensional present, scheduled, like any speculative building investment, for quick replacement." (165)

The Skyway's the Limit. "...in our age nearly everybody believes in serving automobile traffic and almost nobody has an interest in serving any other urban need." (217)

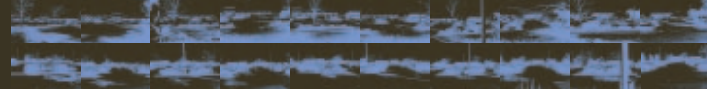
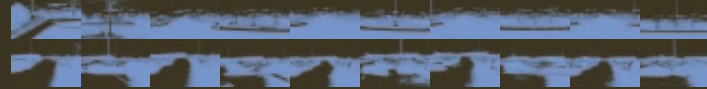
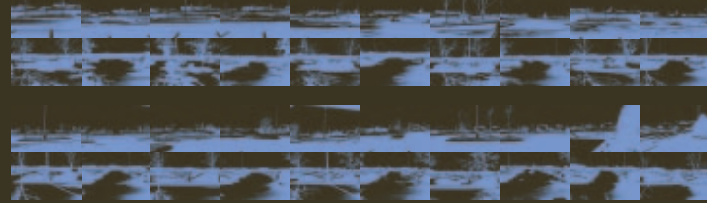
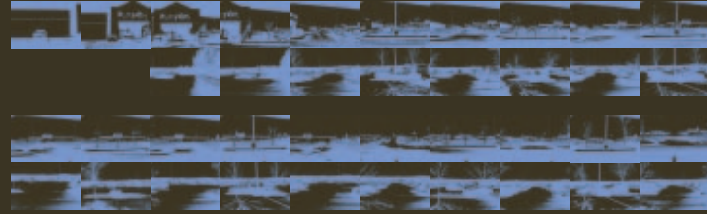
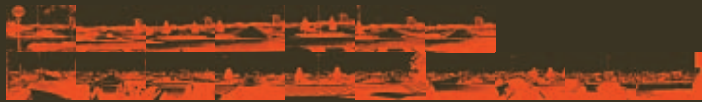
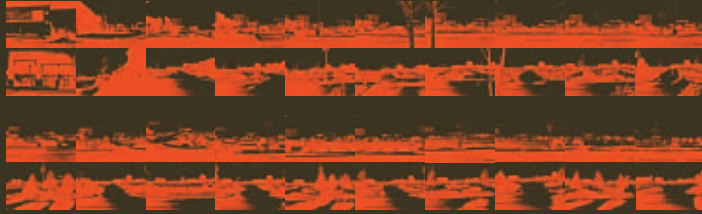
house wieland  
cumberland



morrow  
ruscha store



house wieland  
cumberland



morrow  
ruscha  
store

house wieland  
cumberland



morrow  
ruscha store

It is apparent in the previous diagrams that parking occupies a vast proportion of these landscapes.

The reason for this from a pragmatic standpoint is that everybody drives everywhere because nowhere is close enough to walk.

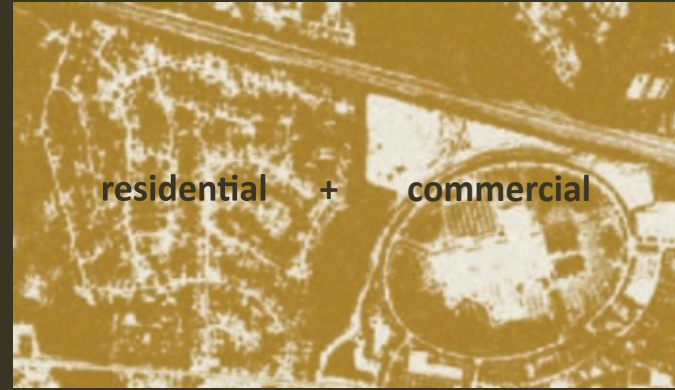
This reality is reflected in zoning ordinances and codes that require a certain amount of parking for a certain amount of any use.

The implicit assumption in these codes is that a car is an American right which must be provided for.

...an assumption that will not be challenged in this thesis.

How can a vast parking lot be made to accommodate programmatic diversity without surrendering its ability to accommodate peak demand for automobile storage?

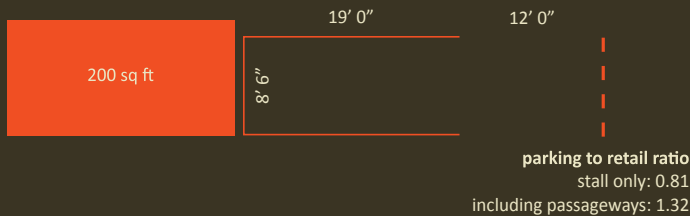




**High-rise apartments and Multifamily dwelling units**  
1.75 spaces per dwelling unit.

**Condominiums, Single-Family, and Townhouse Dwelling Units**  
2 spaces per dwelling unit.

**Retail (and most commercial uses)**  
1 space per 200 square feet (net) of floorspace.



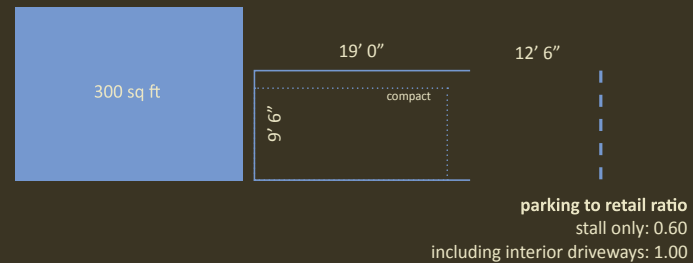
**Spaces and drives shall conform to the following standards:**  
Each space set at a 90-degree angle shall be not less than 162 sq ft in size and shall not be less than 8' 6" wide and 19' deep, exclusive of passageways, which shall be not less than 24' wide.  
Each space set at a 60-degree angle shall be not less than 176 sq ft in size and shall be not less than 8' 6" wide and 20' 8" deep, exclusive of passageways, which shall be not less than 18' 6" wide.  
Each space set at a 45-degree angle shall be not less than 165 sq ft in size and shall be not less than 8' 6" wide and 19' 5" deep, exclusive of passageways, which shall be not less than 13' 6" wide.  
There shall be adequate interior drives to connect each space with a public street.

[www.municode.com](http://www.municode.com), Official Code, County of Cobb, GA, Sec134-272

**Apartments, Duplexes and Other Multiple-Family Uses**  
2 spaces per unit for up to two bedrooms plus 1 per unit for each additional bedroom.

**Single-Family Residence**  
2 spaces for up to three bedrooms, plus 1 for each additional bedroom.

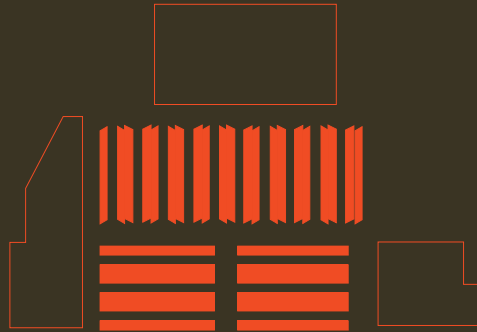
**Retail Stores and Shopping Centers**  
One per each 300 sq. ft. of gross floor area



**Required dimensions for each parking space:**  
Each full-size automobile parking space shall be not less than 9.5 ft wide and 19 ft in length. Parking spaces for compact and sub-compact cars shall not be less than 8 feet wide and 17 feet in length. Adequate interior driveways shall connect each parking space with a public right-of-way.

**Interior driveways:**  
Where 90-degree parking is utilized, all interior driveways shall be a minimum of 23 feet in width. If 45 degree or 60 degree angle parking is used then interior driveways shall be at least 12 feet in width for one-way traffic and 20 feet in width for two-way traffic. In the instance where parallel parking is utilized or there is no parking, interior driveways shall be a minimum of ten feet in width for one-way traffic and 20 feet in width for two-way traffic.

[www.municode.com](http://www.municode.com), Code of Ordinances, City of Morrow, GA, Sections 1202, 1203

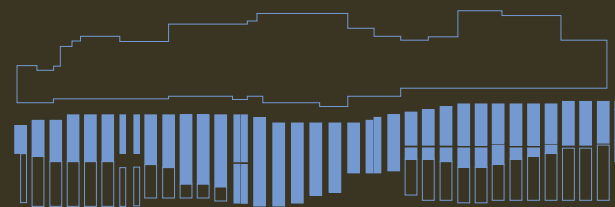


total retail floor area: 155,000 sq ft  
 total required parking stalls: 772  
 actual parking on site: 683  
 percent unnecessary: 0%  
 parking available for housing: 0 units

There is a lack of parking at Akers Mill, according to code, at least.

This would seem to require a more creative strategy that would seem to do the impossible: maintain open space and 100% of existing parking while adding housing.

SUMMIT MID-RISE RANSED LOW-RISE



total retail floor area: 402,000 sq ft  
 total required parking stalls: 1340  
 actual parking on site: 2005  
 percent unnecessary: 33%  
 parking available for housing: 332 units

There is an abundance of parking at Southlake Pavilion, even more than is called for in the code.

This would seem to suggest a straightforward ground strategy for placing housing and the license to claim 33% of the parking lot with minimal impact on existing operations.



(a subjective observation)

## DOUBLE STANDARD

traditional domesticity,

modern productivity.

sprawl and congestion peacefully coexisting in the edge city.

also notice the "Private Residence" sign...

is public/private a simple matter of signage?

The only effective cure for urban congestion is to so relate industrial and business zones to residential areas that a large part of their personnel can either walk or cycle to work.

idea  
precedent

cumberland  
MORROW

wieland  
ruscha

house  
store

...the identity of a community emerges from the successive operations of transformation on a site over time.

Lukez, Paul. *Suburban Transformations*. New York: Princeton Architectural Press, 2007. 26.

4

a brainstorming session for actual intervention....

idea  
precedent

cumberland  
MORROW

wieland  
ruscha

house  
store

0



IDEA 1

HOUSING TYPOLOGY: ROWHOUSES

RESIDENTIAL PARKING: ON GRADE, AT UNIT

SURFACE COMMERCIAL PARKING: CONCENTRATED INTO AUTOMOATED GARAGES

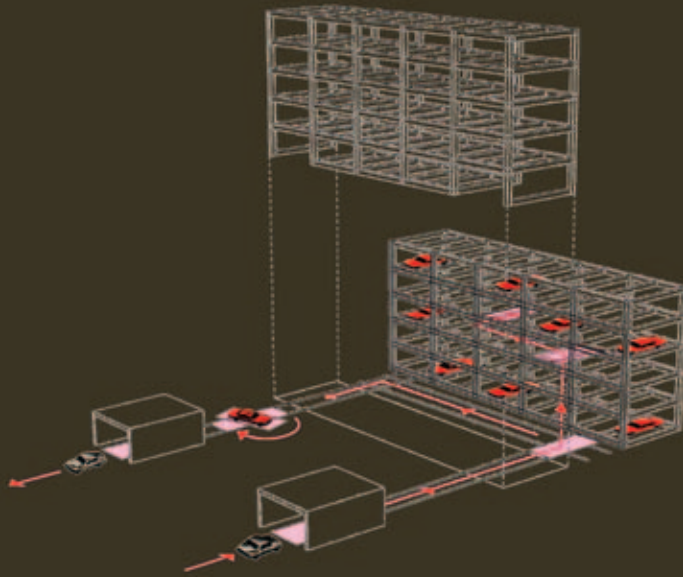
SUGGESTED DESIGN METHODOLOGY: (NONE)



urban "facade" edge at arterial road is defined by automated parking garages, which concentrate the vast amounts of code-required parking into multi-level, rampless garages and also preempt the patrons from ever having to leave ground level to go shopping. the south face of the parking garage is a vertical farm, producing food to either be sold at or to the nearby markets, or directly to a cooperative established by the residents of the ex-parking lot. parking for housing units is stowed under a raised mews between two rows of units.

PRECEDENT 1

NAME FILTER PARKING  
 AUTHOR LEVEN BETTS  
 PROGRAM PARKING + PARK  
 SITE LARGE SURFACE LOTS



"filter parking confronts the negative impact of parking-lot sprawl in cities and suburbs...American cities and suburbs are inundated with seas of cars, which are housed in unconsidered and wasteful structures and on asphalt expanses." leven betts proposes to concentrate the armies of American automobiles in automated garages to free up space for parks. the program of this proposal could've been anything, or more appropriately, the program of the freed space could relate in some way to the function that the existing parking lot serves.

Leven, Steve, and Betts, Stella. *Leven Betts: Pattern Recognition*. New York: Princeton Architectural Press, 2009. 131-133.

idea  
cumberland  
wieland  
house

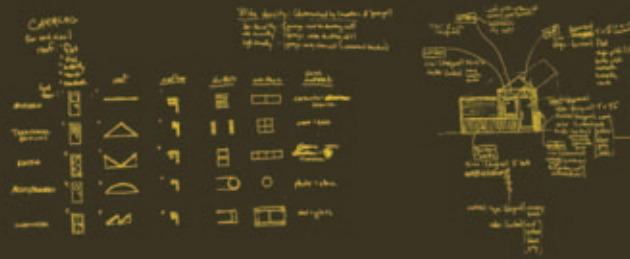
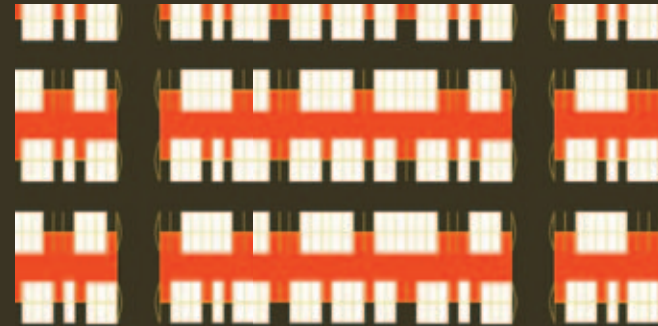
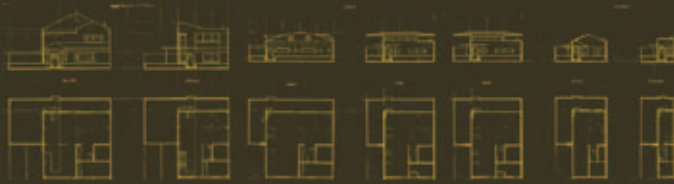
IDEA 2

HOUSING TYPOLOGY: DUPLEXES / DETACHED HOUSES

RESIDENTIAL PARKING: ON GRADE, AT UNIT

SURFACE COMMERCIAL PARKING: FULLY OCCUPIED, NOT REPLACED

SUGGESTED DESIGN METHODOLOGY: PATTERN COLLAGE



duplexes and detached houses are lined up in grain with the rows of parking, with the stalls becoming the units and yards and parking, and every second driveway become a green mews in between fronts of buildings. the units will be customized from a catalog using a preset design code based on individual building elements.

precedent  
morrow  
ruscha  
store

PRECEDENT 2

NAME

DESIGN VOCABULARY MATRIX / CODE

AUTHOR

NELESSON / DUANY PLATER ZYBERK

PROGRAM

HOUSING

SITE

MASTER PLANNED DEVELOPMENT



nelesson establishes a design code based of the exterior, visible elements of the buildings in order to create harmony along the street.

duany plater-zyberk create a kit of parts from which to build, allowing greater control of the design of the whole town up front. in cases where they don't have control of the whole town, they will design through codes that resemble more normative municipal codes, but with the intention of creating a traditionally urban, small-town character.

Nelessen, Anton C. *Visions for a New American Dream*. Chicago: American Planning Association, 1994. 346-347. Duany, Andres, and Plater-Zyberk Elizabeth. *Towns and Town-Making Principles*. Ed. Alex Krieger. New York: Rizzoli International Publications, 1991. 36, 51.

IDEA 3

HOUSING TYPOLOGY:

DETACHED HOUSES

RESIDENTIAL PARKING:

ON GRADE, AT UNIT

SURFACE COMMERCIAL PARKING:

PARTIALLY OCCUPIED

SUGGESTED DESIGN METHODOLOGY:

BOARD GAMES



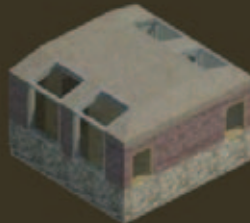
two double bedrooms



twin bedroom



double bedroom



king bedroom



houses are mass-customized by assembling various "chess pieces," each of which have certain options and sizes and configurations with other pieces. the grid of the parking lot would provide the "chess board" on which to arrange these pieces into a whole. the main pieces would be core elements - bathrooms, kitchens, bedroom - while the more extroverted pieces would be freeform and absorb any slack necessary in the assemblage of the core pieces.

PRECEDENT 3  
 NAME FORD VEHICLE LINEUP  
 AUTHOR FORD MOTOR COMPANY  
 PROGRAM HOUSING  
 SITE EVERYWHERE



V6 Premium Convertible	GT Premium	GT Convertible	GT Premium Convertible
Compare	Compare	Compare	Compare
<b>\$28,995</b> Starting MSRP <sup>1</sup> MPG City/Hwy 18/26 <sup>2</sup>	<b>\$30,995</b> Starting MSRP <sup>1</sup> MPG City/Hwy 17/23 <sup>2</sup>	<b>\$32,995</b> Starting MSRP <sup>1</sup> MPG City/Hwy 17/23 <sup>2</sup>	<b>\$35,995</b> Starting MSRP <sup>1</sup> MPG City/Hwy 17/23 <sup>2</sup>
<b>Equipment Highlights:</b> Reclining front bucket seats with 60-way power adjustable driver's seat  Driver 100 audio system with an AM/FM stereo, 6-disc CD/MP3 player and 8 speakers  V6 grille and fascia  3-speed manual transmission  Ambient interior lighting	<b>Equipment Highlights:</b> Reclining front bucket seats with 60-way power adjustable driver's seat  Driver 100 audio system with an AM/FM stereo, 6-disc CD/MP3 player and 8 speakers  Bright-aluminum dash, appliques, pedal covers, scuff plate, shifter knob  Dual bright-ripled exhaust tips OPTIONAL  GT grille and fascia  Ambient interior lighting	<b>Equipment Highlights:</b> Sport bucket seats  AM/FM premium stereo with single-CD player  Black dash, pedals, scuff plate and shifter knob  Dual bright-ripled exhaust tips  GT grille and fascia  3-speed manual transmission  18" wide spoke aluminum wheels  GT grille and fascia  Ambient interior lighting	<b>Equipment Highlights:</b> Reclining front bucket seats with 60-way power adjustable driver's seat  Driver 100 audio system with an AM/FM stereo, 6-disc CD/MP3 player and 8 speakers  Bright-aluminum dash, appliques, pedal covers, scuff plate, shifter knob  Dual bright-ripled exhaust tips OPTIONAL  GT grille and fascia  Ambient interior lighting  SYNC In-Car Connectivity System

"You can have any color you want, as long as it's black,"  
 ...or kona blue or torch red or sunset gold or brilliant silver or sterling grey or red candy or performance white or grabber blue...

efficient production of differences by selectively targeted and disguised uniformity, by creating and marketing a certain number of models, automakers are able to produce variations on those themes, with options available for all sorts of customizations.

fordvehicles.com

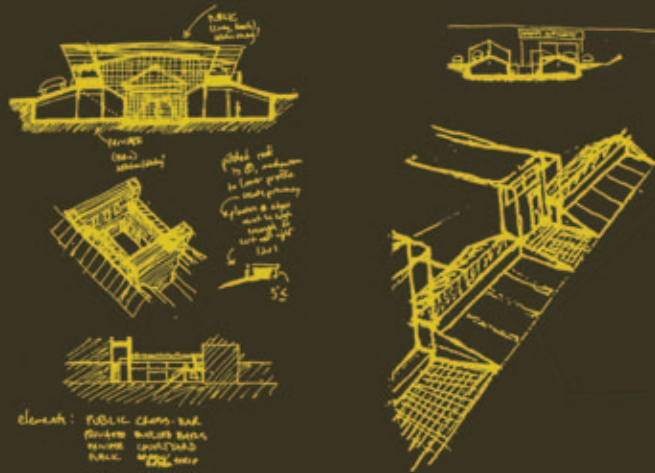
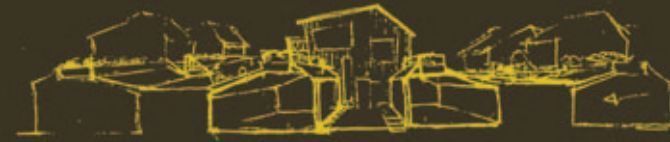
IDEA 3

HOUSING TYPOLOGY: ATTACHED COURTYARD HOUSES

RESIDENTIAL PARKING: ON GRADE, AT UNIT

SURFACE COMMERCIAL PARKING: PARTIALLY OCCUPIED, DUAL PURPOSED

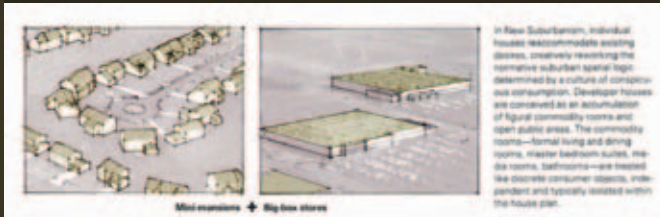
SUGGESTED DESIGN METHODOLOGY: CUT-AND-FILL



courtyard houses occupy the parking lot, with their courtyards sunken a level below grade to create an intimate place within the vast space of the strip's parking lot. each house consists of two parallel private bars containing bedrooms and the like, sunken with and opening on the courtyard, intersected by a taller public bar containing dining rooms, family rooms and kitchens that would exist a level above the parking lot, proclaiming the unit's presence and identity. this sectional strategy allows a significant amount of parking to be maintained as part of the roofs of the housing units.

PRECEDENT 4

NAME NEW SUBURBANISM  
 AUTHOR LEWIS TSURUMAKI LEWIS  
 PROGRAM HOUSING + BIG BOX  
 SITE SUBURBAN AMERICA



In New Suburbanism, individual houses accommodate existing desires, creatively reworking the normative suburban spatial organization. Developer houses are conceived as an accumulation of formal commodity rooms and open public areas. The commodity rooms—formal living and dining rooms, master bedroom suites, media rooms, bathrooms—are treated like discrete consumer objects, independent and typically located within the house site.

“This project explores the impact on contemporary suburban culture of combining large-scale retail operations such as shopping centers and big box stores with the single-family house. The joining of these suburban building types creates efficient land use, sharing existing infrastructure, and reduces overall transportation needs while maintaining the patterns and social life of the suburb. Building houses on vast roofs of retailing centers mitigates horizontal suburban sprawl and offers new opportunities for social interaction. In effect, the house and store maintain their conventional uses, programs, and circulations while allowing new connections to the surrounding community.”

Sprawl and Public Space. Ed. David J. Smiley. New York: Princeton Architectural Press, 2002. 75.



idea

cumberland

wieland

house

IDEA 3

HOUSING TYPOLOGY:

ATTACHED COURTYARD HOUSES

RESIDENTIAL PARKING:

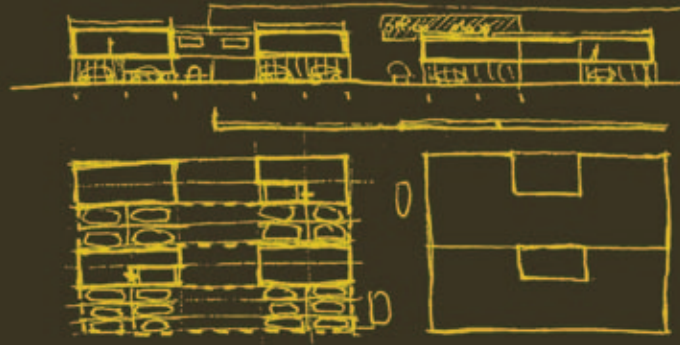
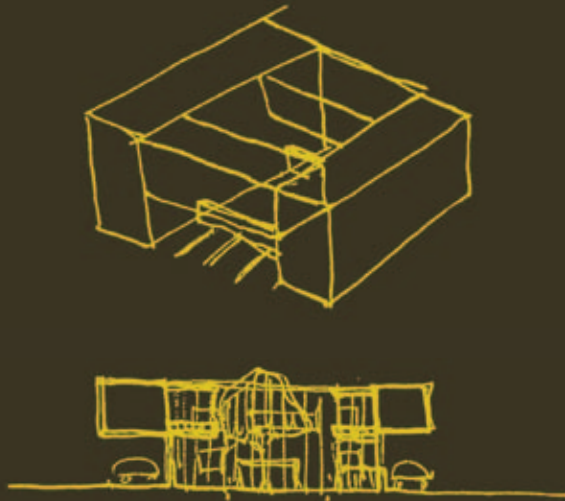
ON GRADE, AT UNIT

SURFACE COMMERCIAL PARKING:

PARTIALLY OCCUPIED

SUGGESTED DESIGN METHODOLOGY:

FILL-AND-CUT



courtyard houses occupy the parking lot, with their courtyards either existing at ground level or simply being a void to the parking lot below. the ground plane is re-established on the roof, providing space for the American lawn to be relocated. this sectional strategy also allows a significant amount of parking to be maintained while still filling the site with housing.

precedent

morrow

ruscha

store

PRECEDENT 5

NAME

VILLA SAVOYE

AUTHOR

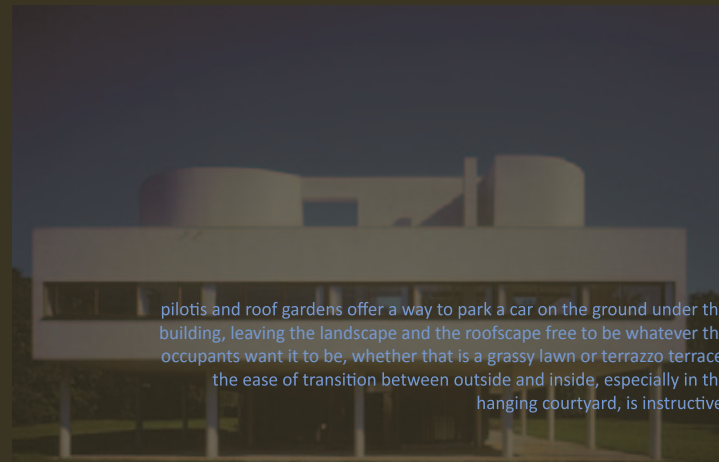
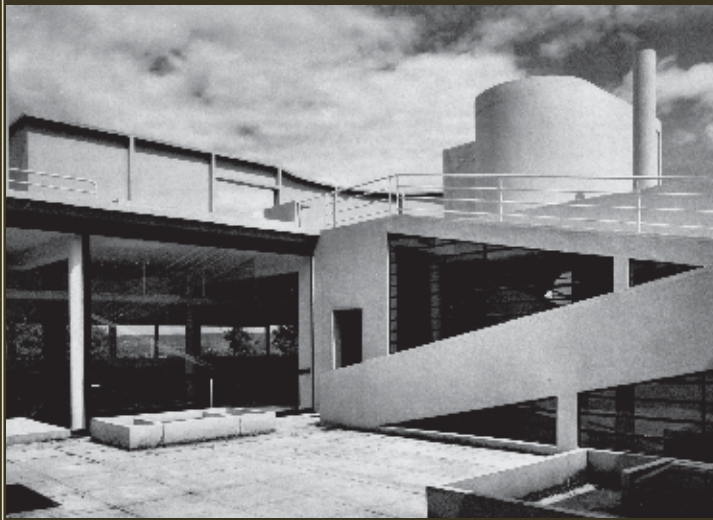
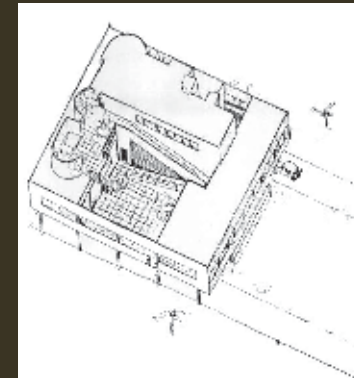
LE CORBUSIER

PROGRAM

HOUSE

SITE

POISSY, FRANCE (RURAL)



pilotis and roof gardens offer a way to park a car on the ground under the building, leaving the landscape and the roofscape free to be whatever the occupants want it to be, whether that is a grassy lawn or terrazzo terrace. the ease of transition between outside and inside, especially in the hanging courtyard, is instructive.

Frampton, Kenneth. Le Corbusier. New York: Thames and Hudson, 2001. 78.

## epilogue

The two elements of the suburban pattern that cause the greatest problems are the extreme separation of uses and the vast distances between things.

5

Kunstler, James Howard. *The Geography of Nowhere*. New York: Touchstone, 1993. 177.

0

THE PROJECT

program single-family housing

site akers mill, cumberland, cobb county, ga  
southlake pavilion, morrow, clayton county, ga

design methods collage , prototyping

first step creating prototypes to be collaged

intent reintegrate residence with commerce in the  
suburb without challenging the existing paradigms



the suburbs don't quite work yet.  
they started as bedroom communities  
**dependent on mother cities**  
then commerce moved out to the suburbs  
in some cases, creating edge cities.  
zoning law didn't change, however  
and the various land uses are still separate  
like so many foods on a plastic plate.  
by bringing together the house and the big box  
without changing the basic concept of either  
i hope to create a new paradigm  
that is firmly rooted in the status quo  
while at the same time undermining it  
to help create a sustainable future.

*festina lente*

## annotated bibliography

with relevant quotes that  
didn't make it into the book

Bayer, Glenn H. **Housing and Society**. New York: Macmillan, 1965.

Suburbia. "land is the first requisite for suburban development." (359) "suburban areas offered a desirable place in which to bring up children by providing space to play, playgrounds, and safety from traffic." (363) "[from Buchard] something is still missing in this suburban aesthetic: Something of beauty, something of humor, something of informality, something of surprise, something in short of nature." (373) "the primary factor that makes our ever-new and ever-growing suburbs possible is a rather extensive supply of relatively inexpensive land made available because of the automobile and our modern freeways and other primary roads...cheap...few controls" (375)

Carver, Humphrey. **Cities in the Suburbs**. Toronto: University of Toronto Press, 1962.

Chermayeff, Serge. **Community and Privacy**. New York: Doubleday & Co., Inc., 1963.

4. Suburban Flop. "But when everything is everywhere, wherever you go there is nothing tangible to find." (71)

5. In Search of the Small. "A genuine variety in daily experience is missing." (79) "More and more becomes less and less, and mere quantity and repetition of individually stimulating events kills their effectiveness. The kaleidoscope of brilliant colors spins into the monochrome gray..." (83) "The very instruments that have given man increased dynamic power – total mobility and instantaneous communication – are destroying the equilibrium in the human habitat." (84)

city-data.com. "Atlanta"; "Vinings"; "Morrow"; "Cobb County"; "Clayton County".

Congress for the New Urbanism. **Charter of the New Urbanism**. ed. Michael Leccese and Kathleen McCormick. New York: McGraw-Hill, 2000.

cumberlandcid.org. "Cumberland Community Improvement District 2007 Annual Report."

Duany, Andres, and Plater-Zyberk Elizabeth. **Towns and Town-Making Principles**. Ed. Alex Krieger. New York: Rizzoli International Publications, 1991.

Foreward. "Statistically speaking, between 1950 and 1955, the proportion of suburban development in the United States pushed past fifty percent..." (7)

Since (and Before) Seaside. "we admire one kind of place...but we consistently build something very different...we continue to build – and live in – vast tracts of undifferentiated development that form neither neighborhoods, towns, nor cities." (9) "Like the ancient Greeks, Duany and Plater-Zyberk prefer to think of the modern suburb as a rudimentary form of habitation, something which precedes the city and thus is in need of civilizing." (15)

Afterword. "Our era will then be remembered merely as the age of mass movement: travel circulation, transport, migration, commuting...The time, space, and energy invested in building and updating circulation infrastructures leave very little to invest in the places we actually travel to and from. For several decades now, movement has taken precedence over form." (117)

Flink, James J. **Car Culture**. Cambridge: MIT Press, 1975.

Garreau, Joel. "Atlanta: The Color of Money." **Edge City: Life on the New Frontier**. New York: Doubleday, 1991.

Gruen, Victor. "Retailing and the Automobile: A Romance Based Upon a Case of Mistaken Identity." **Stores and Shopping Centers**. Ed. James S. Hornbeck. New York: McGraw Hill, 1962.

"A love affair developed between the retailer and the automobile, creating a desire in the retailer to be as close as possible to the object of his affection." (96) "No automobile – not even the most elegant Cadillac – ever bought a thing." (103)

Jacobs, Jane. **Death and Life of Great American Cities**. New York: Random House, Inc., 1961.

7. Generators of Diversity. "A mixture of uses, if it is to be sufficiently complex to sustain city safety, public contact and cross-use, needs an enormous diversity of ingredients." (144) "When distance inconvenience sets in, the small, the various and the personal wither away." (147) "A lively city scene is lively largely by virtue of its enormous collection of small elements." (148)

8. The Need for Mixed Primary Uses. "The district, and indeed as many of its internal parts as possible, must serve more than one primary function; preferably more than two. These must insure the presence of people who go outdoors on different schedules and are in the place for different purposes, but who are able to use many facilities in common." (152) "Secondary diversity... grow[s] in response to the presence of primary uses, to serve the people the primary uses draw." (162) "If secondary diversity flourishes sufficiently and contains enough that is unusual or unique, it seemingly can and does become, in its accumulation, a primary use itself." (163) "All primary uses...are a city's chessman...The number of pieces is not fixed by the rules. If well deployed, the pieces multiply." (167) "...mixtures of primary diversity and sufficient concentration of dwellings are more difficult to create if they are lacking. The sensible thing is to begin where at least one of these two conditions already exists or can be fostered relatively easily." (176)

9. The Need for Small Blocks. "...it is fluidity of use, and the mixing of paths, not homogeneity of architecture, that ties together city neighborhoods into pools of city use." (182)

10. The Need for Aged Buildings. "The district must mingle buildings that vary in age and condition, including a good proportion of old ones." (187) "If a city area has only new buildings, the enterprises that can exist there are automatically limited to those that can support the high costs of new construction." (187) "The economic value of new buildings is replaceable in cities...by the spending of more construction money. But the economic value of old buildings is irreplaceable at will. It is created by time." (199)

11. The Need for Concentration. "The district must have a sufficiently dense concentration of people, for whatever purpose they may be there. This includes people there because of residence." (200) "No one way is a good way to house a city neighborhood; no mere two or three ways are good. The more variations there can be, the better." (214)

18. Erosion of Cities or Attrition of Automobiles. "Traffic arteries, along with parking lots, gas stations and drive-ins, are powerful and insistent instruments of city destruction...City character is blurred until every place becomes more like every other place, all adding up to Noplace...uses that cannot stand functionally alone...are severed from one another." (338) "...how to accommodate intricate and concentrated land use without destroying the related transportation?" (340) "His [Le Corbusier's] vision of skyscrapers in the park degenerates in real life into skyscrapers in parking lots. And there can never be enough parking." (343) "...the main virtue of pedestrian streets is not that they completely lack cars, but rather that they are not overwhelmed and dominated by floods of cars, and that they are easy to cross. / Even for children the point may be less to segregate the cars than to reduce the domination by cars and combat the erosion of sidewalk play space by cars." (348) "...the more space that is provided cars in cities, the greater becomes the need for use of cars, and hence for still more space for them." (351) "Duplication of car parking is also familiar in suburbs: the schools, the supermarkets, the churches, the shopping centers, the clinics, the movie, all the residences, must have their own parking lots and all this duplicate parking lies idle for much of the time." (356) "...the point is not attrition of automobiles in cities but rather the attrition of automobiles by cities. Tactics are suitable which give room to other necessary and desired city uses that happen to be in competition with automobile traffic needs." (363) "Possibilities for adding to convenience, intensity and cheer in cities, while simultaneously hampering automobiles, are limitless." (364) "Attrition of automobiles requires changes in habits and adjustments in usage too; just as in the case of erosion it should not disrupt too many habits at once." (369) "The purpose of life is to produce and consume automobiles." (370)

Koolhaas, Rem, et. al. "Atlanta." **S, M, L, XL**. New York: Monacelli Press, 1998.

Krier, Leon. **Architecture of Community**. Washington, D.C.: Island Press, 2009.

Kunstler, James Howard. **The Geography of Nowhere**. New York: Touchstone, 1993.

The Evil Empire. "Americans have been living car-centered lives for so long that the collective memory of what used to make a landscape or a townscape or even a suburb humanly rewarding has nearly been erased." (113) "Not surprisingly, planners are now chiefly preoccupied with administration procedure...All true design questions...were long ago "solved" by civil engineers and their brethren and written into municipal zoning codes." (113) "America has now squandered its national wealth erecting a human habitat that, in all likelihood, will not be usable very much longer, and there are few unspoiled places left to retreat to in the nation's habitable reaches." (114) "...the whole system of suburban sprawl is too expensive to operate, to costly to maintain, and a threat to the ecology of living things...it was a foolish waste of resources in the first place, and it remains to be seen whether its components can be recycled, converted to other uses, or moved, or even whether the land beneath all the asphalt, concrete, and plastic can be salvaged." (114) "Today, we have achieved the goal of total separation of uses in the man-made landscape...The amount of driving necessary to exist within this system is stupendous, and fantastically expensive...The costs of all this driving in terms of pollution...are beyond calculation. The cost to society...is also titanic. The least understood cost – although probably the most keenly felt – has been the sacrifice of a sense of place: the idea that people and things exist in some sort of continuity, that we belong to the world physically and chronologically, and that we know where we are." (118) "The Auto Age, as we have known it, will shortly come to an end, but the automobile will still be with us. Whatever the fate of the petroleum supply, there will be cars and trucks around in any plausible version of the future." (124)

Better Places. "The great suburban build-out is over." (245) "...the monotony and soullessness of single-use zoning, which banished the variety that was the essence of our best communities. We have lost our knowledge of how physically to connect things in our everyday world, except by car and telephone." (246) "...single-family detached homes on half-acre lots out in the hills, minimalms along the connector roads, ac-



countants' offices out in the old cornfields...are the mindless twitching of a brain-dead culture, artificially sustained by the intravenous feeding of cheap oil." (247) "...we shall have to give up mass automobile use... The adjustment may be painful for a nation that views car ownership as the essence of individual liberty. Indeed, it is estimated that one sixth of all Americans make their living off of cars in one way or another." (248) "During this epoch of stupendous wealth and power, we have managed to ruin our greatest cities, throw away our small towns, and impose over the countryside a joyless junk habitat which can no longer afford to support. Indulging in a fetish of commercialized individualism, we did away with the public realm, and with nothing left but private life in our private homes and private cars, we wonder what happened to the spirit of community. We created a landscape of scary places and became a nation of scary people." (273) "We will have to replace a destructive economy of mindless expansion with one that consciously respects earthly limits and human scale...We'll have to give up our fetish for extreme individualism and rediscover public life." (275)

Leven, Steve, and Betts, Stella. **Leven Betts: Pattern Recognition**. New York: Princeton Architectural Press, 2009.

Pattern Recognition. "Do the configurations of roads, buildings, farming, and landscape that we see from the air reveal a built logic that addresses the needs of the surrounding community and of the natural environment? Or are they short-term solutions that will have to be reconfigured later." (8)

Lewis, Paul et al. **Lewis. Tsurumaki. Lewis : Opportunistic Architecture**. New York: Princeton Architectural Press, 2008.

Lukey, Paul. **Suburban Transformations**. New York: Princeton Architectural Press, 2007.

The Development of Identity. "The dilemma we face is two-fold: it centers on the speed and scale. Both factors add to the complexity of the task. Nevertheless, we are well positioned, if we so choose, to engage in the search for the right "fit" between the form and use of our suburban communities by working within the existing interventions and their residues, before erasing all traces of past interventions. Not only will we save resources, natural and man-made, but our energies will be focused on creating new and unexpected hybrid inventions." (11) "If the suburbs lack identity, some of it can be attributed to the commodification of architectural typologies associated with corporate entities and their ubiquitous distribution across the country, making places more alike in order to market a consistent brand identity...The social and psychological link to place is secondary." (13) "Adaptive Design Process" (15) "Suburbs are laid waste not by warfare, but by economic forces and a natural cycle of decay. Over time and through a process of erasure and writing, suburbs can become unique places, imbued with their own distinctive identities." (20)

Selecting Tools: (Hybrid) Building Typologies and Design Tools. [series of diagrammatic intervention types, including parking strategies] (93-103)

Mumford, Lewis. **The City in History**. New York: Harcourt, Brace, and World, 1961.

Suburbia – and Beyond. "[In medieval monastic suburbs] gardens and orchards and shaded walks, not just gaping space, accompanied the buildings." (483) "...the suburb might almost be described as the collective urban form of the country house..." (484) "...the retreat from the city [was] an attempt to achieve liberation from the sometimes dreary conventions and compulsions of an urban society: an effort...to have life on one's own terms, even if it meant having it alone." (485) "Thus the ultimate effect of the suburban escape in our time is, ironically, a low-grade uniform environment from which escape is impossible." (486) "[In the suburb] life ceased to be a drama, full of unexpected challenges and tensions and dilemmas: it became a bland ritual of competitive spending." (494) "Politically the suburb might be described as an attempt to reduce the functional urban community to a size small enough for an individual family to cope with." (500) "Neither neighborhood nor city give cohesion to the suburb of the 'motor age.' The suburban shopping centers, the suburban factories and business office and research institutions, provide a minimum of facilities for association while imposing through their random distribution a maximum of effort – whether counted in time, mileage, or cost." (502) "Compulsory mobility provides fewer, not more opportunities for association than compulsory stability provided in the walled town." (503) "As soon as the motor car became common, the pedestrian scale of the suburb disappeared, and with it, most of its individuality and charm." (505) "...our cities are being destroyed for...the worship of speed and empty space." (509) "If we are concerned with human values, we can no longer afford either sprawling Suburbia or the congested Metropolis: still less can we afford a congested Suburbia, whose visual openness depends upon the cellular isolation and regimentation of its component families in mass structures." (511)

Mumford, Lewis. **The Highway and the City**. New York: Harcourt, Brace, Jovanovich, Inc., 1963.

The Case Against 'Modern Architecture.' "In wiping out the past, unfortunately, the cult of the machine surreptitiously destroyed its own future – and left only an under-dimensional present, scheduled, like any speculative building investment, for quick replacement." (165)

The Skyway's the Limit. "...in our age nearly everybody believes in serving automobile traffic and almost nobody has an interest in serving any other urban need." (217)

# THESIS PROJECT

this is simply a test of the ideas that  
have been put forward already.

the information is arranged  
chronologically for clarity,  
the project as it stood at  
three different moments:  
the First Review  
the Second Review  
and the Final Review

the material for the Project  
at the Final Review represents the  
completed Project; the rest is process.

# THE PROJECT

...at the time of the first review



6

CUMBERLAND  
EDGE CITY

2



200 ft



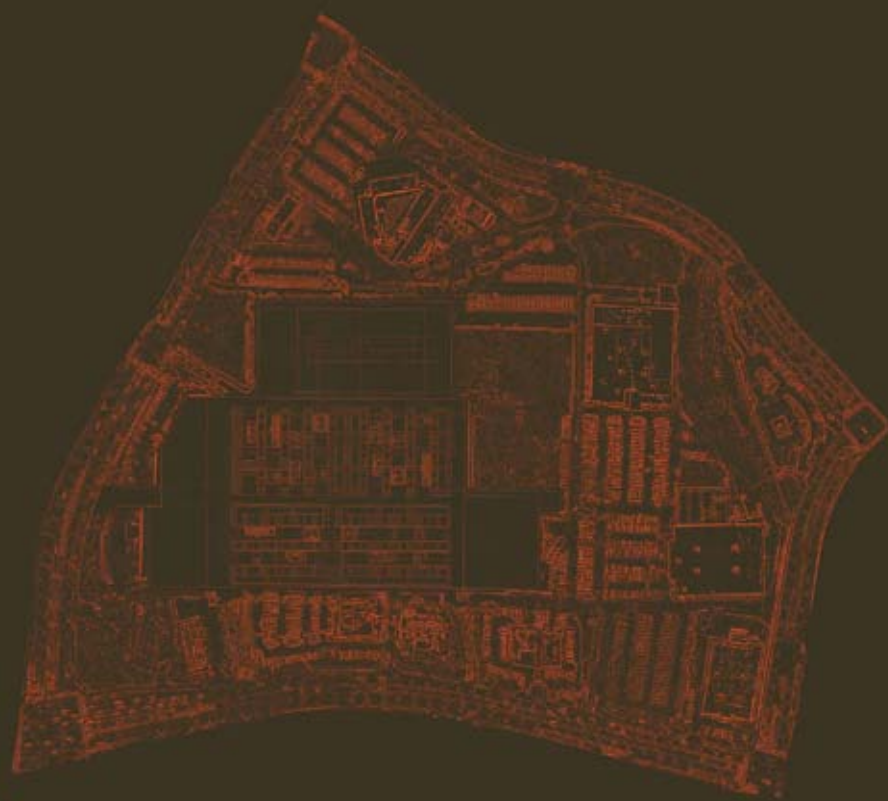
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6

AKERS MILL + ENVIRONS

CUMBERLAND PKWY

3

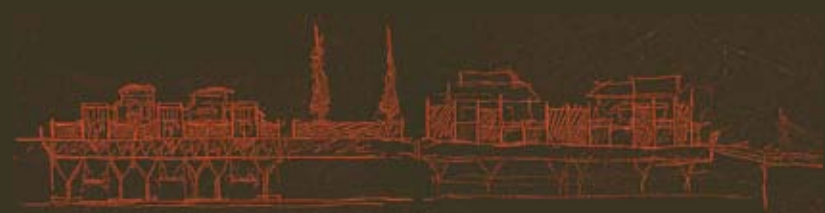


6

AKERS MILL WITH SOME HOUSING ON TOP

4









6

A CLOSER LOOK AT THE "GAME BOARD"  
("UPPER GROUND" PLAN OF HOUSING)

7

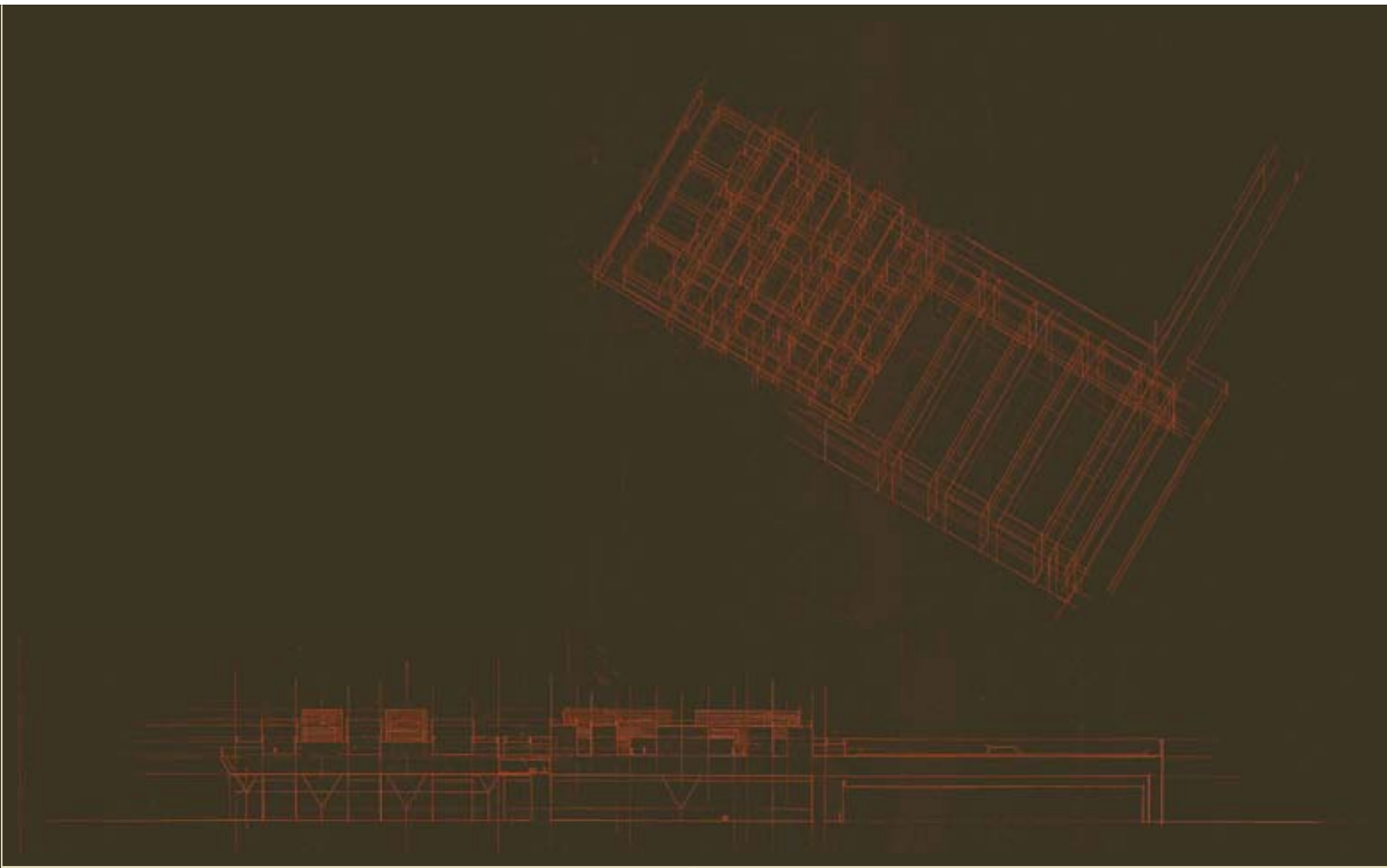


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PATTERN STRUCTURES  
("LOWER GROUND" PLAN OF HOUSING)

EXISTING PARKING LOT AND BIG BOXES  
(ACTUAL GROUND PLAN W/O STRUCTURE)

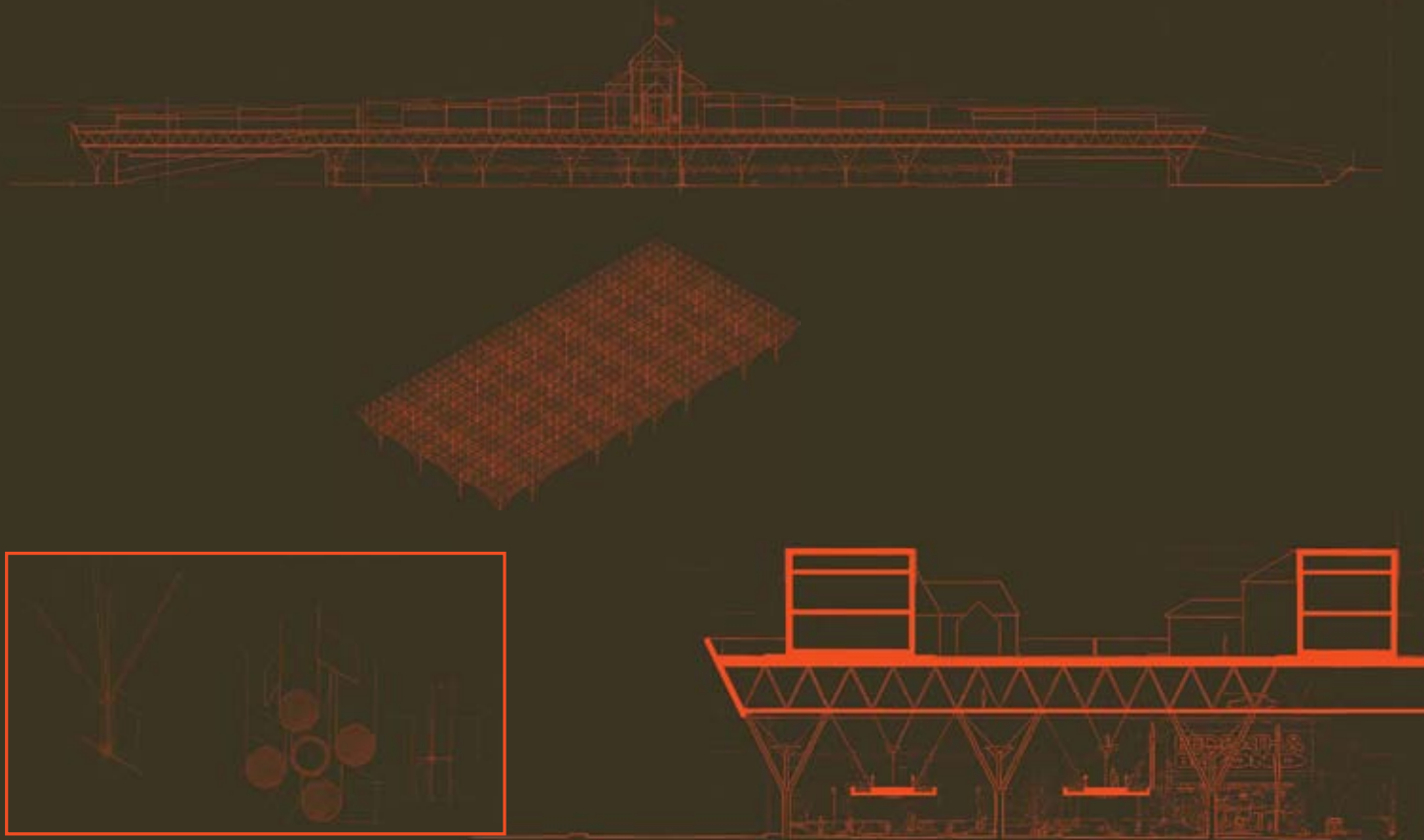
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6

SECTIONAL WEAVING  
COURTYARD + DETACHED HOUSES

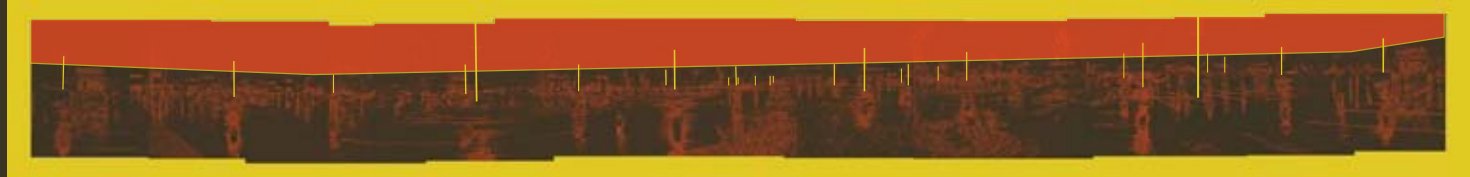
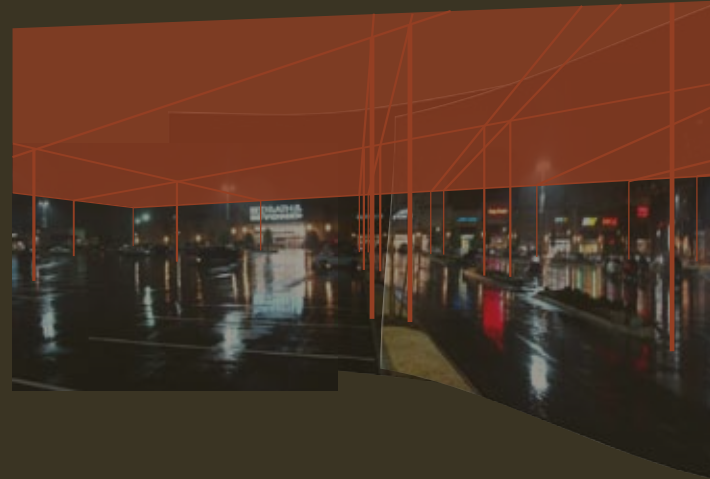
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6

A POSSIBLE STRUCTURE TO HOLD UP  
THE "GAME BOARD"

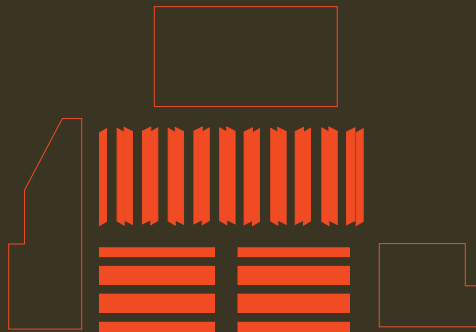
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6

A QUICK LOOK AT THE UNDERBELLY

11



total retail floor area:	155,000 sq ft
total required parking stalls:	772
actual parking on site:	683
percent unnecessary:	0%
parking available for housing:	0 units

There is a lack of parking at Akers Mill, according to code, at least.

This would seem to require a more creative strategy that would seem to do the impossible: maintain open space and 100% of existing parking while adding housing.

## SUBURBAN / EDGE CITY CHARACTERISTICS THAT MUST BE MAINTAINED:

### SEPARATION OF HOME FROM WORK OR SHOP

PLAN SEPARATION TRANSLATED TO SECTION

### DIRECT AUTOMOBILE ACCESS

SURFACE ACCESS HIDDEN "UNDERGROUND" BUT MAINTAINED; PREFERABLY POINT-ACCESS

### CONSPICUOUS SPACE (VASTNESS)

PRESERVED AND REPLICATED; REFOCUSED; RESIDENTIAL VASTNESS SUPERIMPOSED ONTO COMMERCIAL VASTNESS

## WHY THIS PROJECT IS BETTER THAN SUBURBIA / EDGE CITY:

### DENSIFICATION OF LAND USE

MORE SUSTAINABLE GROWTH PATTERN; BUILDS ON UNDERUSED LAND PREVENTS DESTRUCTION OF PRODUCTIVE OR VIRGIN LAND

### CREATION OF PEDESTRIAN REALM

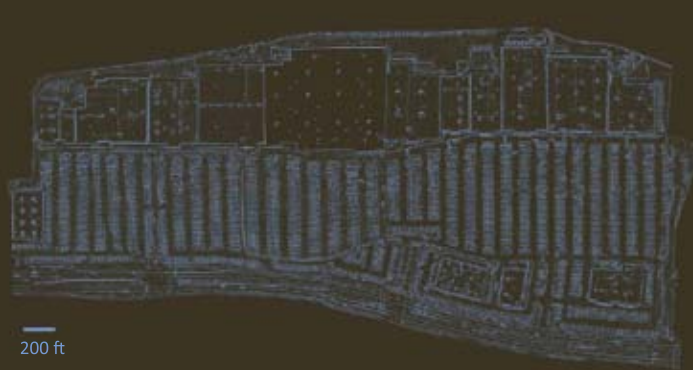
AUTOMOBILES / GARAGES BURIED WITH STRUCTURE UNDER PEOPLE; NEW GROUND PLANE FREE TO SERVE PEOPLE ON FOOT



these structural logics are used as a model for the structure holding up the housing above the parking lot, in effect extending the big box beyond its existing perimeter.



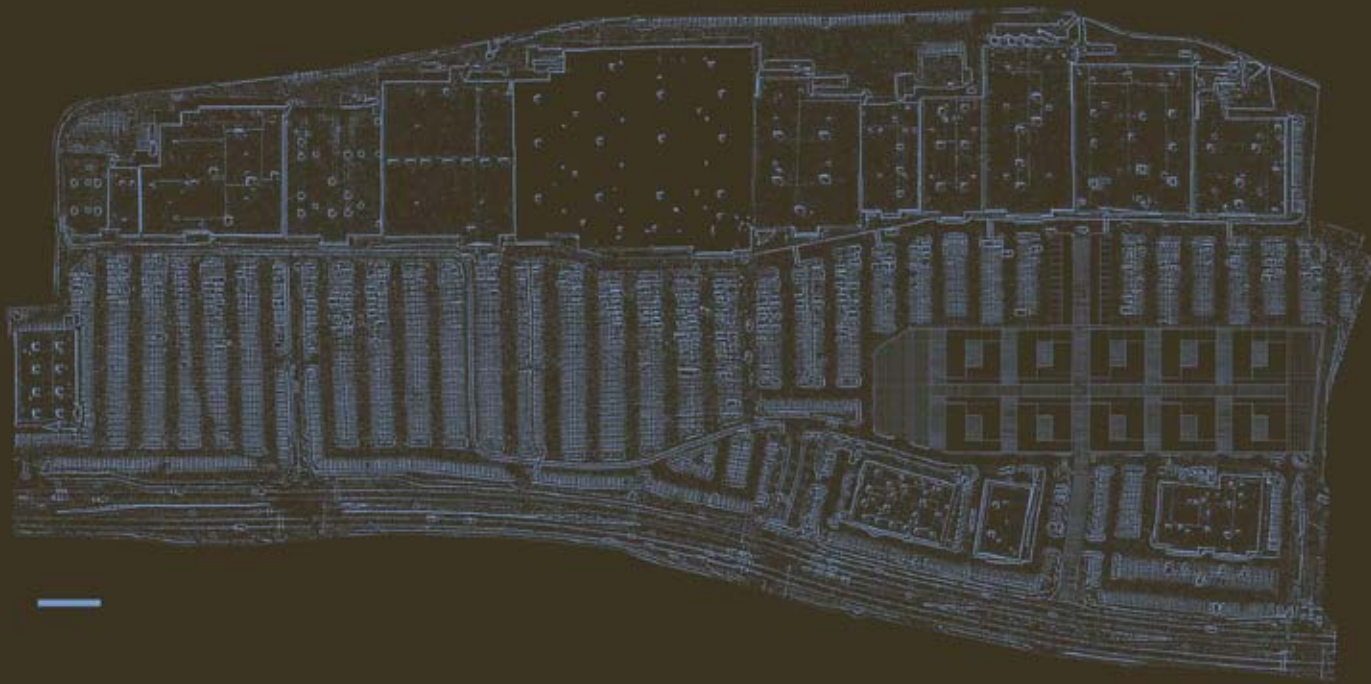




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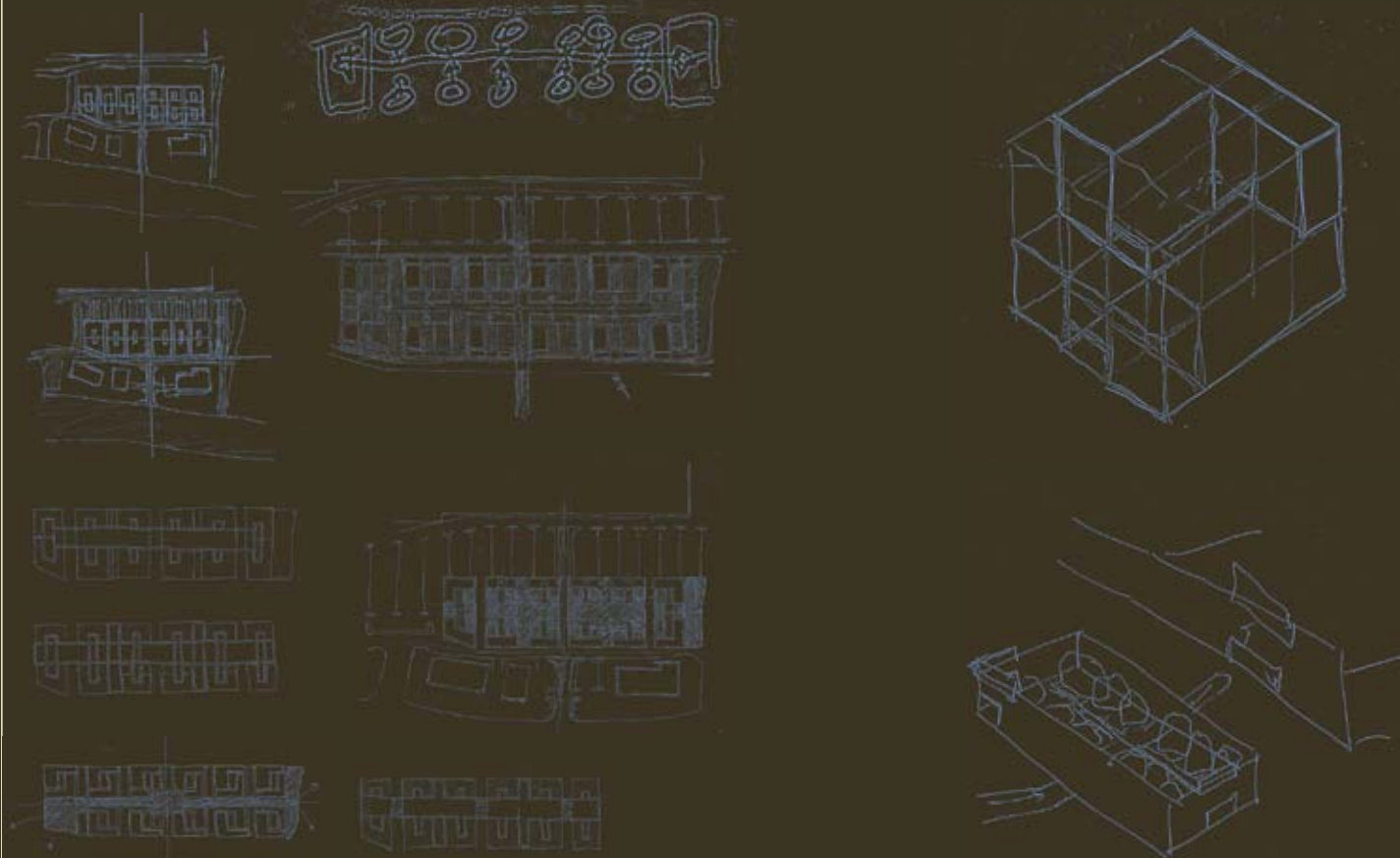
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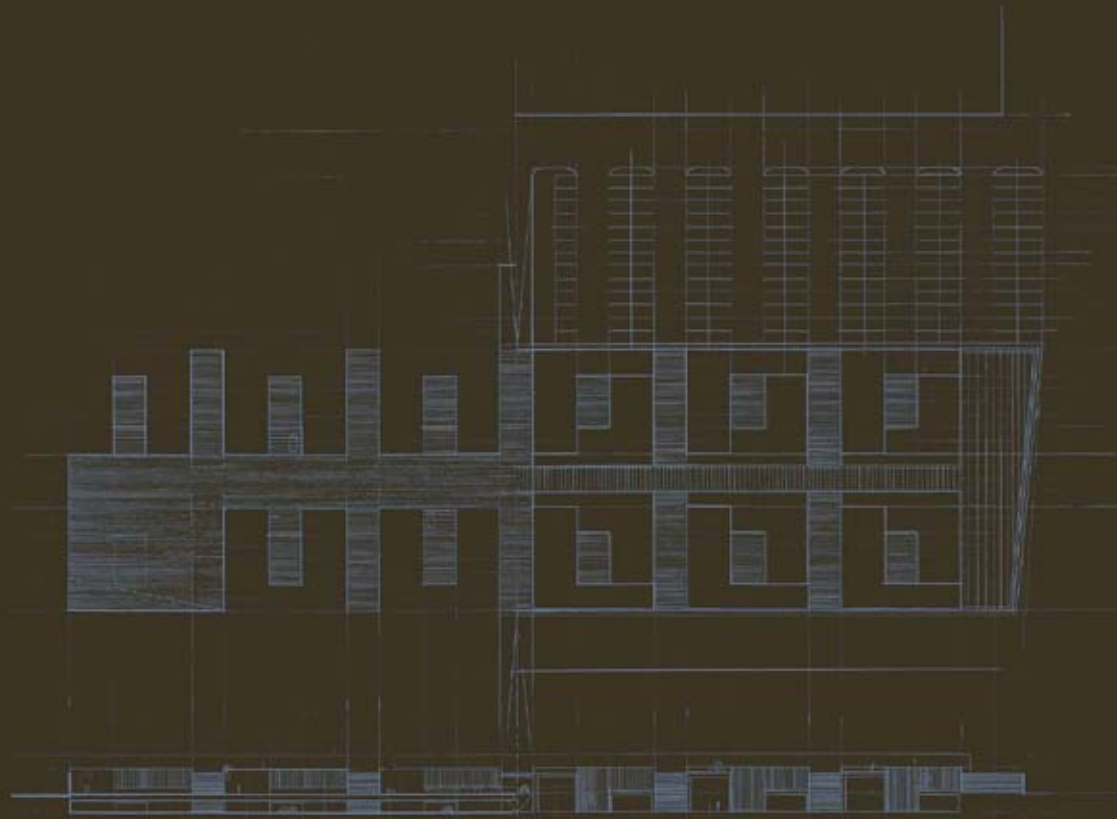


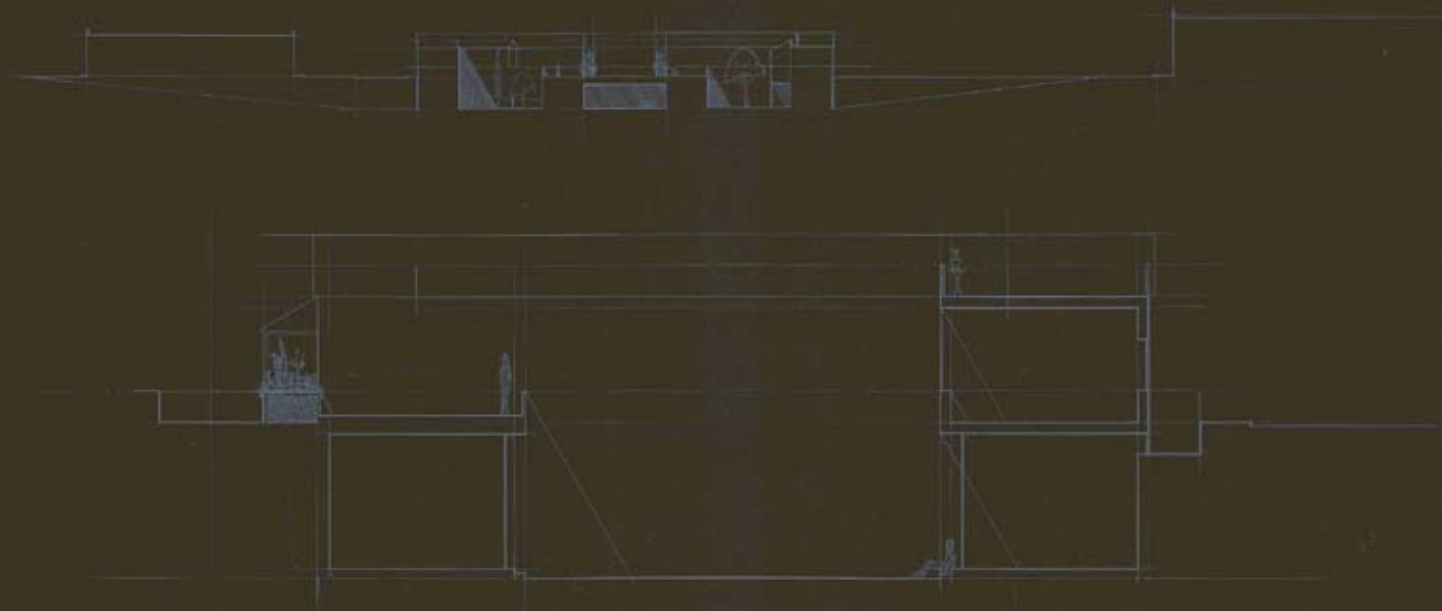
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SOUTHLAKE PAVILION WITH SOME HOUSING NESTLED INTO IT

16









6

A QUICK LOOK AT THE EXISTING VERTICALS

20

## SUBURBAN / EDGE CITY CHARACTERISTICS THAT MUST BE MAINTAINED:

### SEPARATION OF HOME FROM WORK OR SHOP

PLAN SEPARATION AUGMENTED BY SECTION

### DIRECT AUTOMOBILE ACCESS

SURFACE ACCESS HIDDEN "UNDERGROUND" BUT MAINTAINED;  
PREFERABLY POINT-ACCESS

### CONSPICUOUS SPACE (VASTNESS)

PRESERVED AND REPLICATED; REFOCUSED;  
RESIDENTIAL VASTNESS NESTLED WITHIN COMMERCIAL VASTNESS

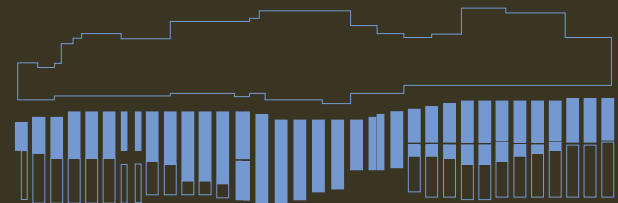
## WHY THIS PROJECT IS BETTER THAN SUBURBIA / EDGE CITY:

### DENSIFICATION OF LAND USE

MORE SUSTAINABLE GROWTH PATTERN; BUILDS ON UNDERUSED LAND  
PREVENTS DESTRUCTION OF PRODUCTIVE OR VIRGIN LAND

### CREATION OF PEDESTRIAN REALM

AUTOMOBILES / GARAGES BURIED UNDER PEOPLE;  
NEW GROUND PLANE FREE TO SERVE PEOPLE ON FOOT



total retail floor area:	402,000 sq ft
total required parking stalls:	1340
actual parking on site:	2005
percent unnecessary:	33%
parking available for housing:	332 units

There is an abundance of parking at Southlake Pavilion,  
even more than is called for in the code.

This would seem to suggest a straightforward ground strategy  
for placing housing and the license to claim 33% of the parking lot  
with minimal impact on existing operations.

# THESIS PROJECT

this is simply a test of the ideas that  
have been put forward already.

the information is arranged  
chronologically for clarity,  
the project as it stood at  
three different moments:  
the First Review  
the Second Review  
and the Final Review

the material for the Project  
at the Final Review represents the  
completed Project; the rest is process.



# THE PROJECT

...at the time of the first review





200 ft



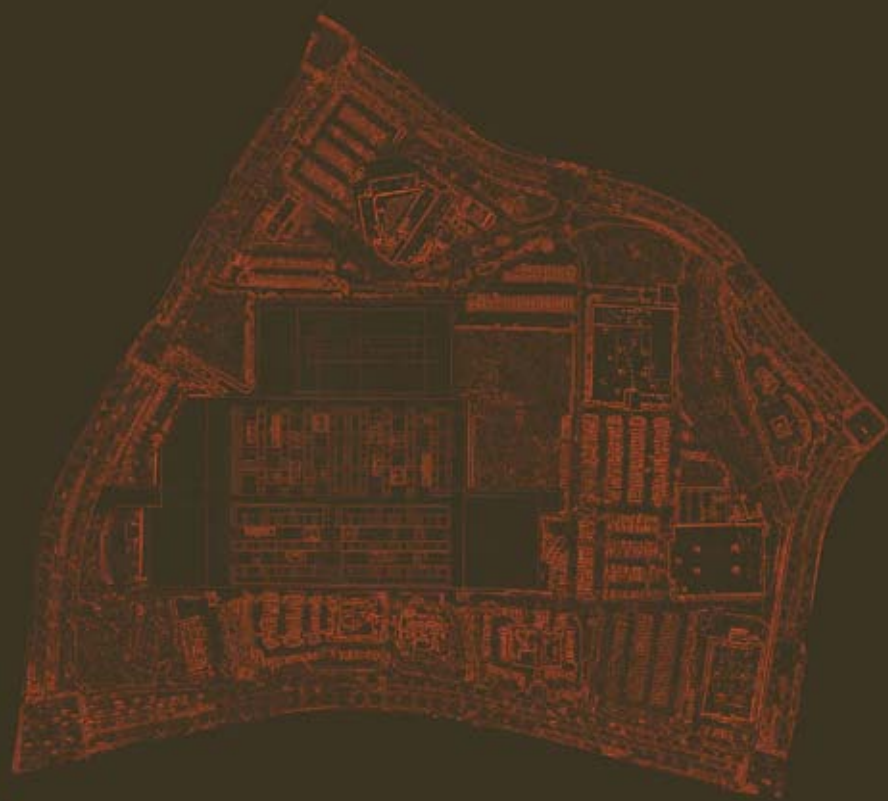
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AKERS MILL + ENVIRONS

CUMBERLAND PKWY

3

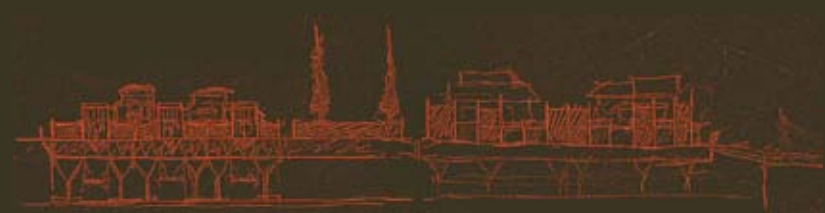


6

AKERS MILL WITH SOME HOUSING ON TOP

4







6

A CLOSER LOOK AT THE "GAME BOARD"  
("UPPER GROUND" PLAN OF HOUSING)

7



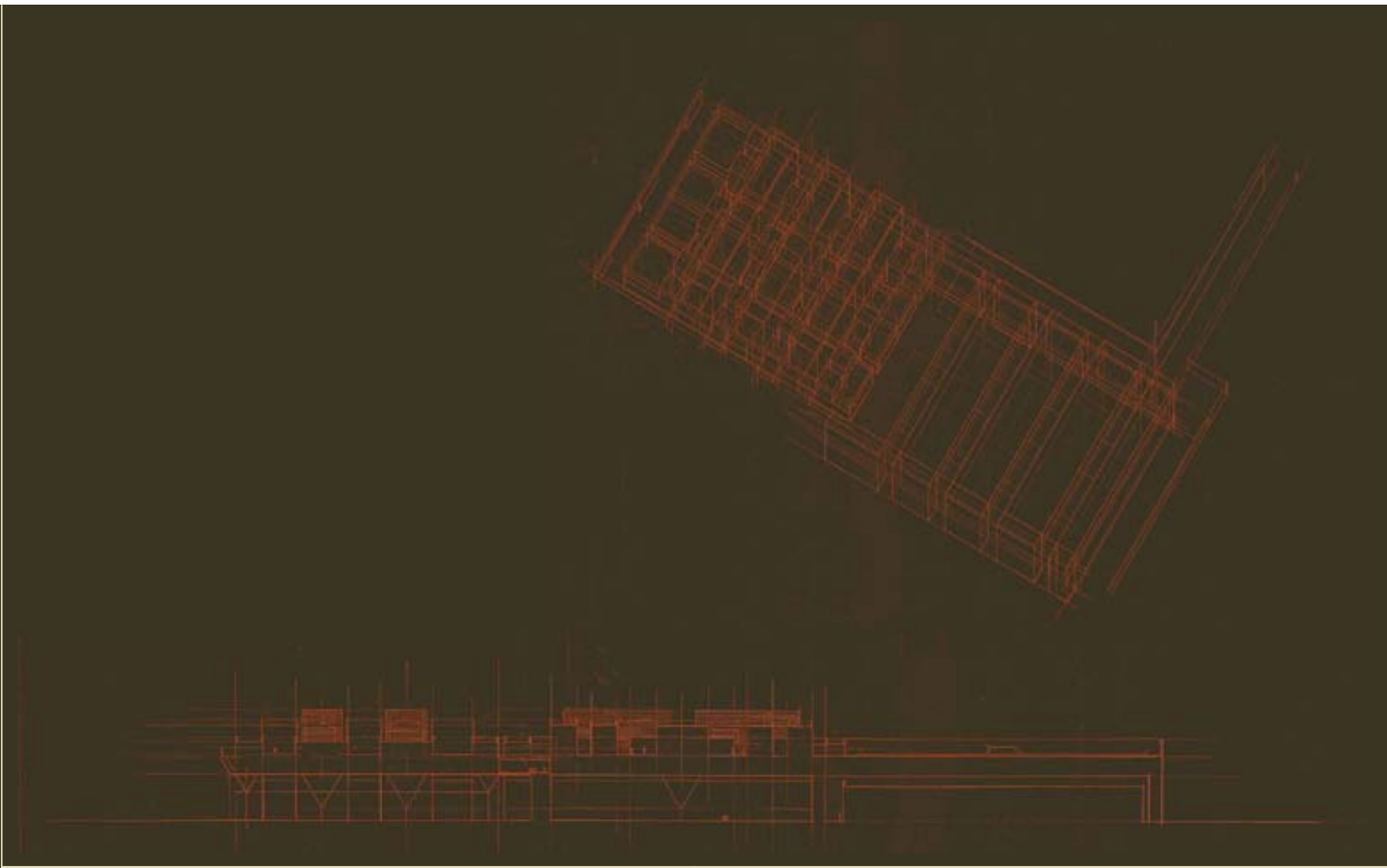
6

PATTERN STRUCTURES  
("LOWER GROUND" PLAN OF HOUSING)

EXISTING PARKING LOT AND BIG BOXES  
(ACTUAL GROUND PLAN W/O STRUCTURE)

8

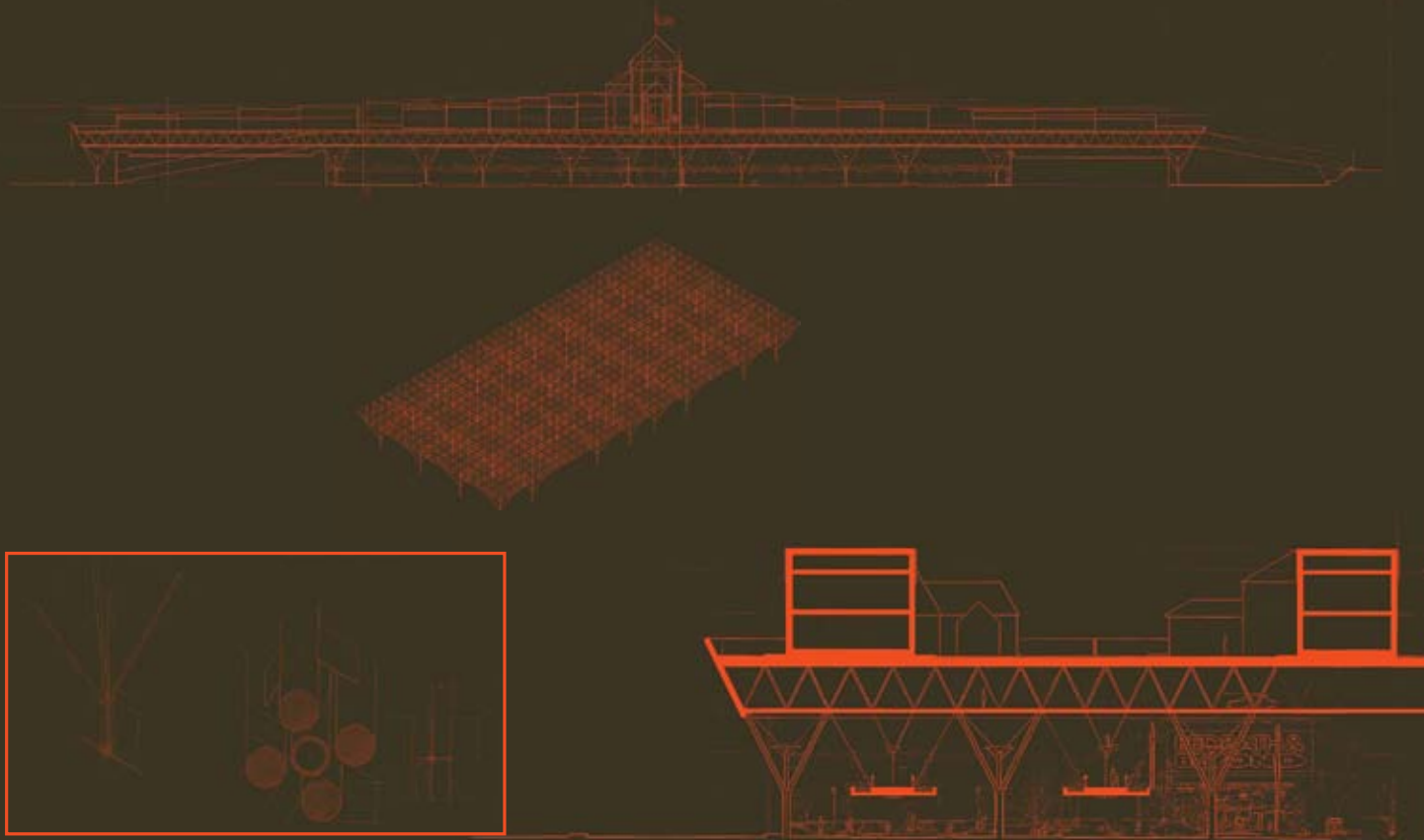




6

SECTIONAL WEAVING  
COURTYARD + DETACHED HOUSES

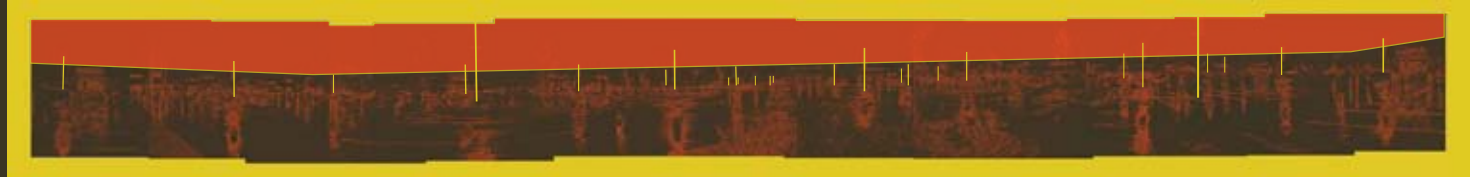
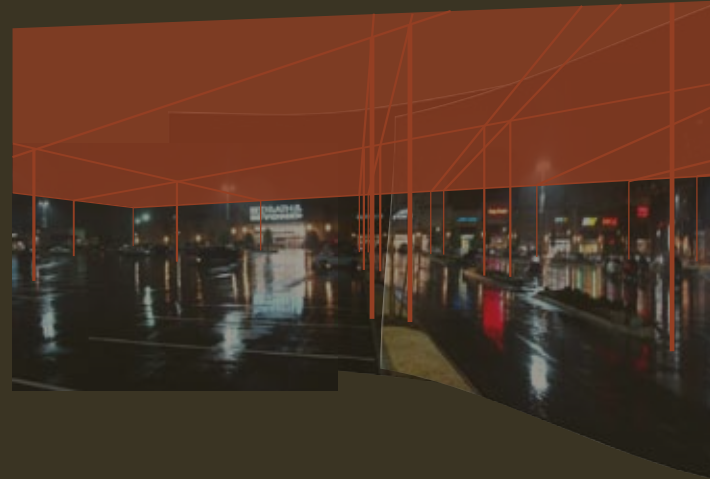
9



6

A POSSIBLE STRUCTURE TO HOLD UP  
THE "GAME BOARD"

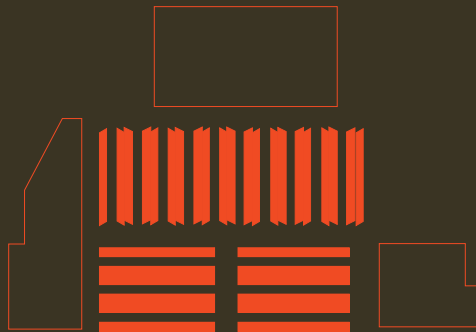
10



6

A QUICK LOOK AT THE UNDERBELLY

11



total retail floor area:	155,000 sq ft
total required parking stalls:	772
actual parking on site:	683
percent unnecessary:	0%
parking available for housing:	0 units

There is a lack of parking at Akers Mill, according to code, at least.

This would seem to require a more creative strategy that would seem to do the impossible: maintain open space and 100% of existing parking while adding housing.

## SUBURBAN / EDGE CITY CHARACTERISTICS THAT MUST BE MAINTAINED:

### SEPARATION OF HOME FROM WORK OR SHOP

PLAN SEPARATION TRANSLATED TO SECTION

### DIRECT AUTOMOBILE ACCESS

SURFACE ACCESS HIDDEN "UNDERGROUND" BUT MAINTAINED; PREFERABLY POINT-ACCESS

### CONSPICUOUS SPACE (VASTNESS)

PRESERVED AND REPLICATED; REFOCUSED; RESIDENTIAL VASTNESS SUPERIMPOSED ONTO COMMERCIAL VASTNESS

## WHY THIS PROJECT IS BETTER THAN SUBURBIA / EDGE CITY:

### DENSIFICATION OF LAND USE

MORE SUSTAINABLE GROWTH PATTERN; BUILDS ON UNDERUSED LAND PREVENTS DESTRUCTION OF PRODUCTIVE OR VIRGIN LAND

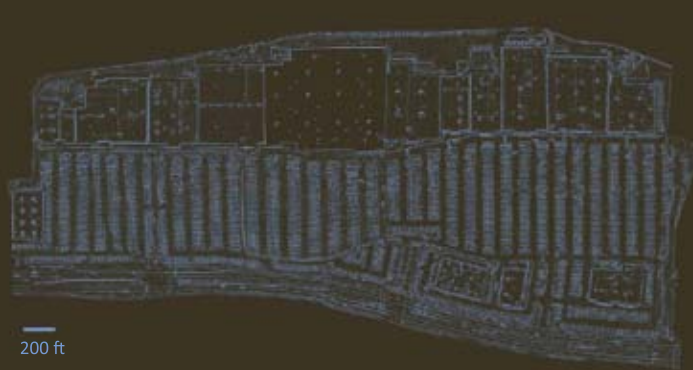
### CREATION OF PEDESTRIAN REALM

AUTOMOBILES / GARAGES BURIED WITH STRUCTURE UNDER PEOPLE; NEW GROUND PLANE FREE TO SERVE PEOPLE ON FOOT

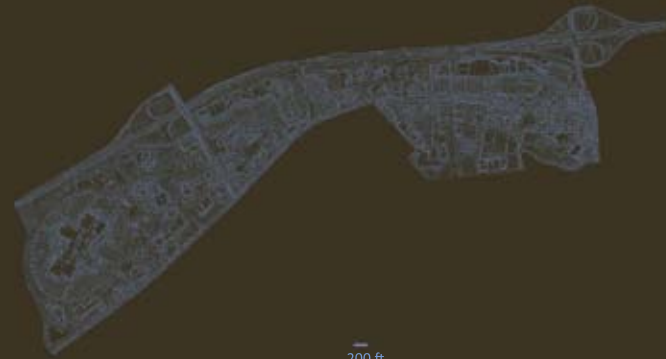


these structural logics are used as a model for the structure holding up the housing above the parking lot, in effect extending the big box beyond its existing perimeter.





200 ft



200 ft

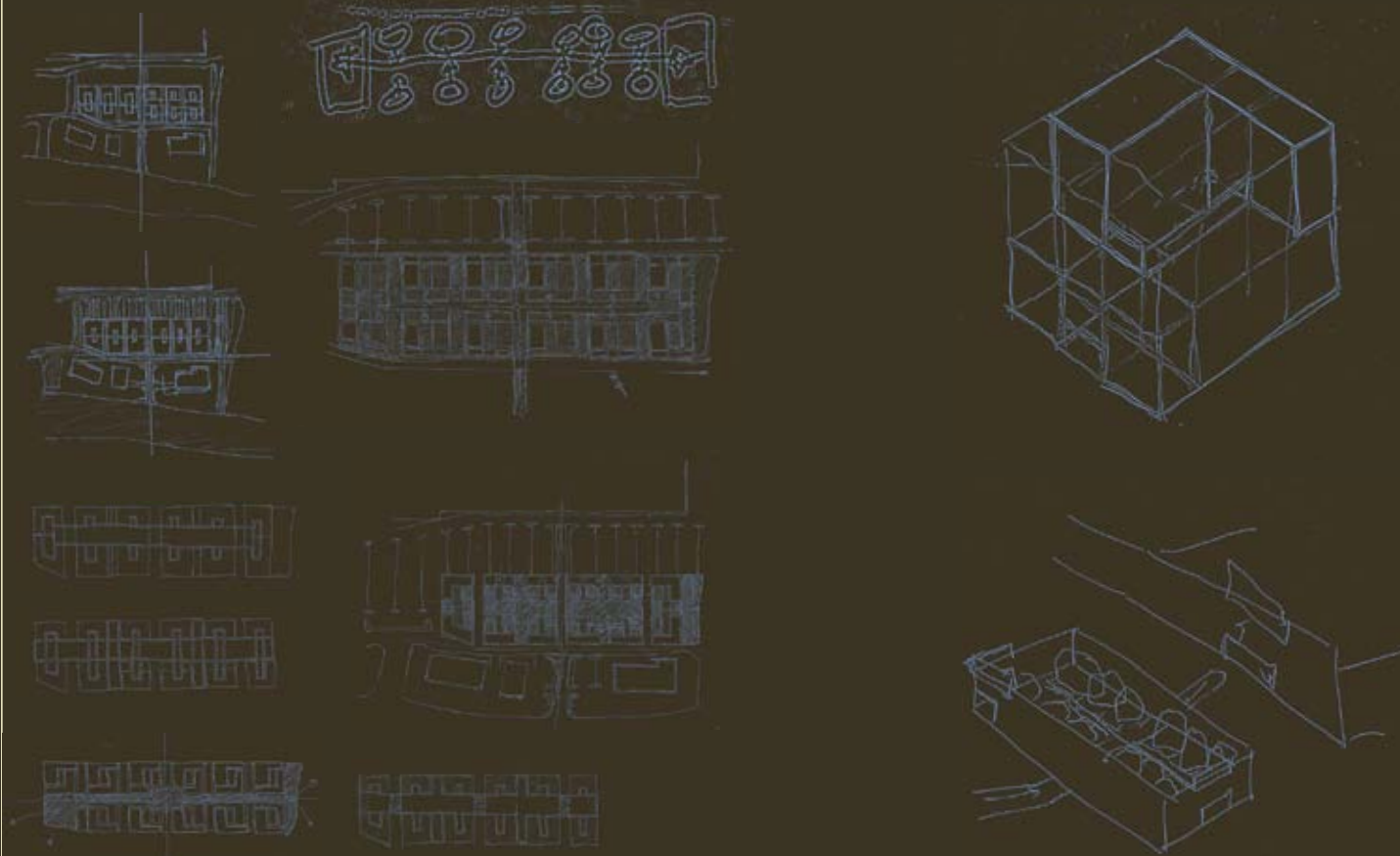


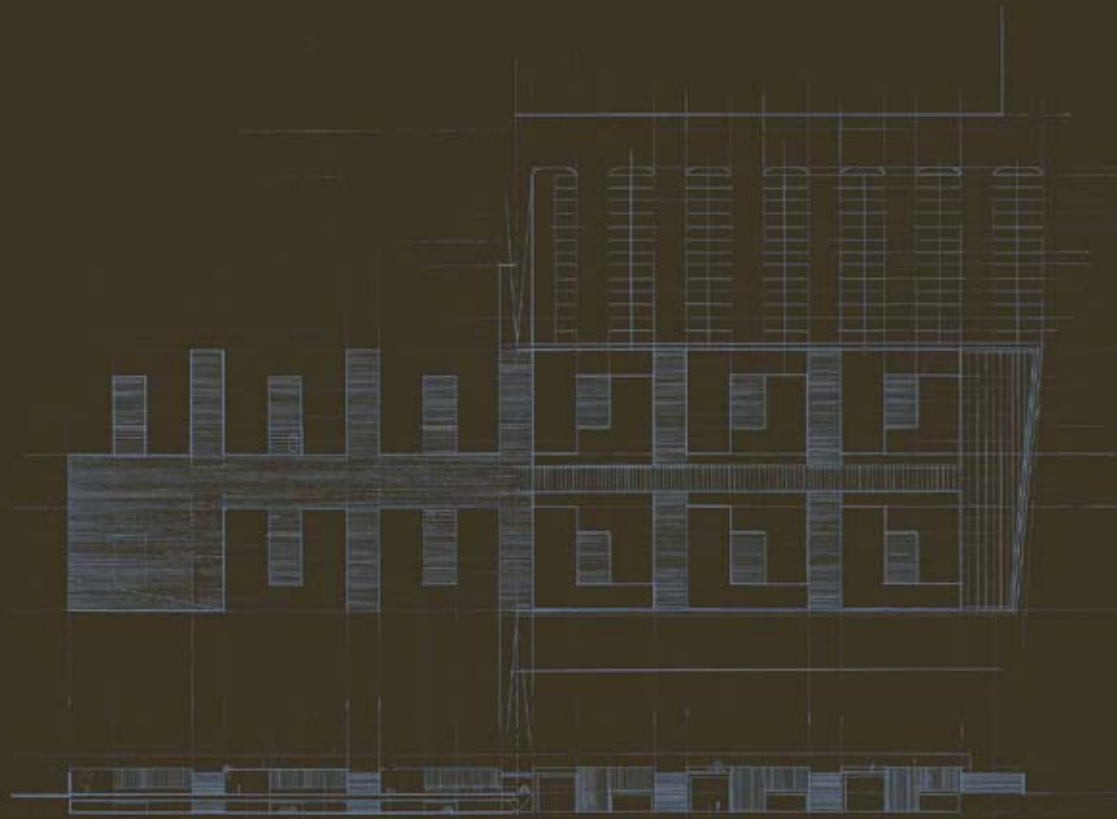
6

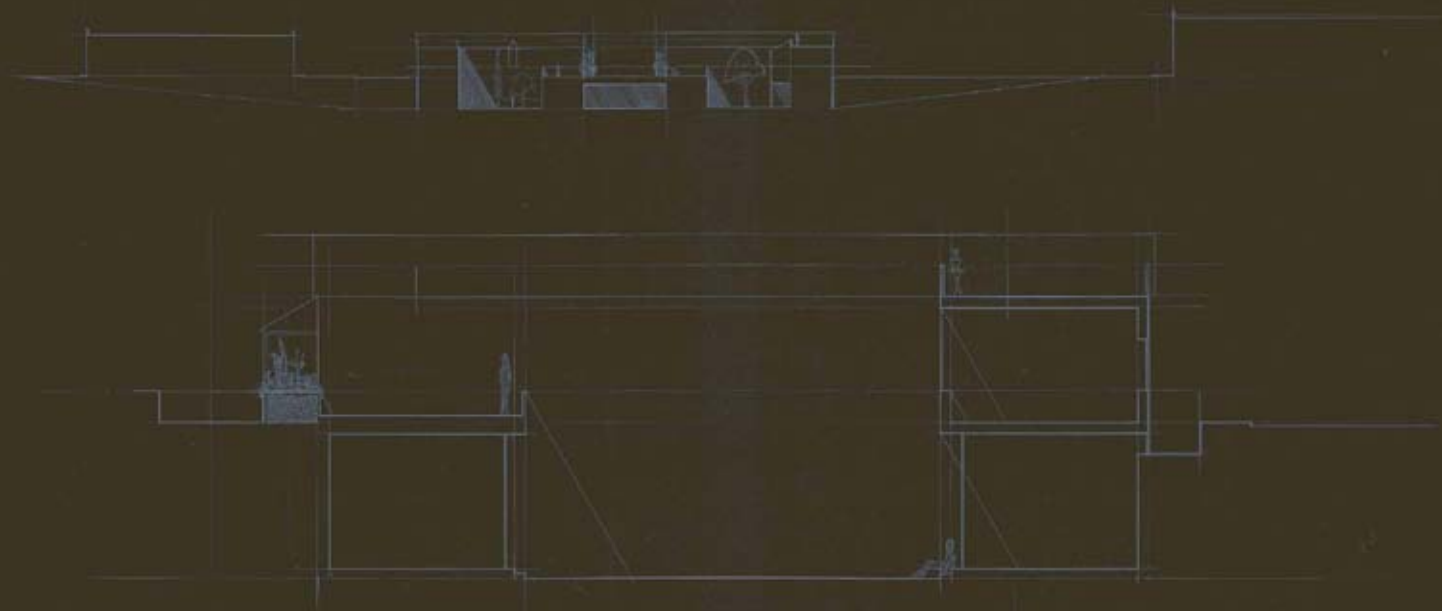
SOUTHLAKE PAVILION WITH SOME HOUSING NESTLED INTO IT

16











6

A QUICK LOOK AT THE EXISTING VERTICALS

20

## SUBURBAN / EDGE CITY CHARACTERISTICS THAT MUST BE MAINTAINED:

### SEPARATION OF HOME FROM WORK OR SHOP

PLAN SEPARATION AUGMENTED BY SECTION

### DIRECT AUTOMOBILE ACCESS

SURFACE ACCESS HIDDEN "UNDERGROUND" BUT MAINTAINED;  
PREFERABLY POINT-ACCESS

### CONSPICUOUS SPACE (VASTNESS)

PRESERVED AND REPLICATED; REFOCUSED;  
RESIDENTIAL VASTNESS NESTLED WITHIN COMMERCIAL VASTNESS

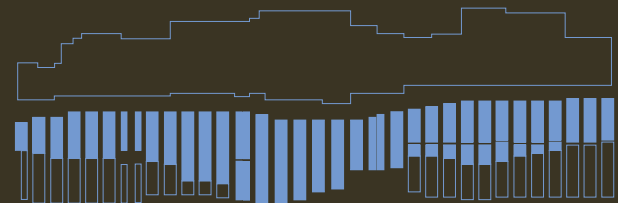
## WHY THIS PROJECT IS BETTER THAN SUBURBIA / EDGE CITY:

### DENSIFICATION OF LAND USE

MORE SUSTAINABLE GROWTH PATTERN; BUILDS ON UNDERUSED LAND  
PREVENTS DESTRUCTION OF PRODUCTIVE OR VIRGIN LAND

### CREATION OF PEDESTRIAN REALM

AUTOMOBILES / GARAGES BURIED UNDER PEOPLE;  
NEW GROUND PLANE FREE TO SERVE PEOPLE ON FOOT



total retail floor area:	402,000 sq ft
total required parking stalls:	1340
actual parking on site:	2005
percent unnecessary:	33%
parking available for housing:	332 units

There is an abundance of parking at Southlake Pavilion,  
even more than is called for in the code.

This would seem to suggest a straightforward ground strategy  
for placing housing and the license to claim 33% of the parking lot  
with minimal impact on existing operations.



the morrow site was eliminated after the first review, for practical reasons, as well as the fact that the Cumberland edge city was proving to be the more interesting site which seemed to “want” densification more than the low-rise suburb of Morrow

all further investigation concerned itself with the Cumberland site. what follows is a diary of sketches between the first and second reviews that played a huge role in developing the idea of the project as well as the individual houses. the sketches are largely searching for the proper way to express the “houseness” of the units, for the proper density levels, for the proper way to express the new “big box” that I have created, as well as drawing parallels between the iconic house shape and the shape of the truss structure.

the struggle that is herein documented is one of many different oppositions:

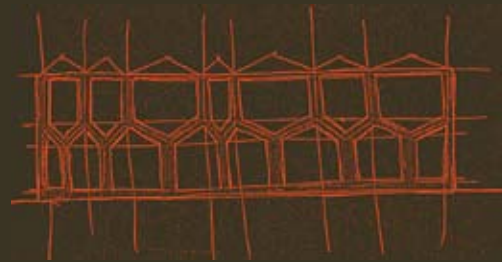
public/inhabitant	vs	architect
developer house	vs	big box store
icon/imagery	vs	function/structure
conspicuous space	vs	conspicuous separation

DOUBLE-TAKES

PITCH ROOF



TRUSS



FOLDED PLANE



ROOF + WINDOW



FOLD

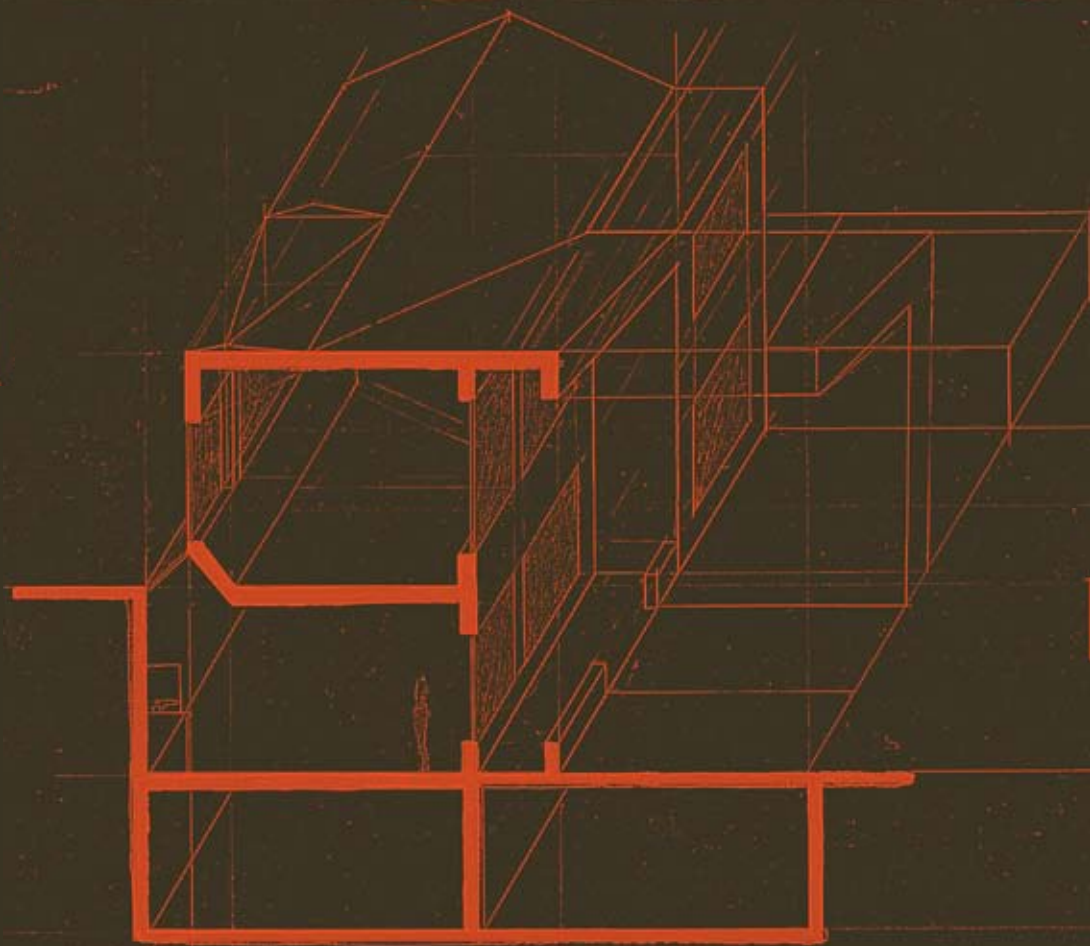


LUMP



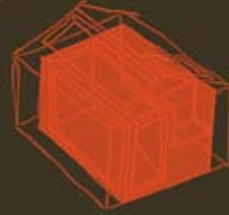
SPLIT





6

25

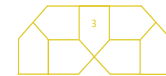
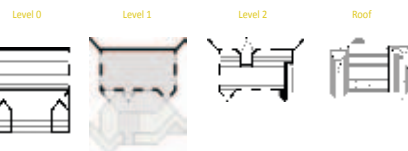
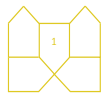


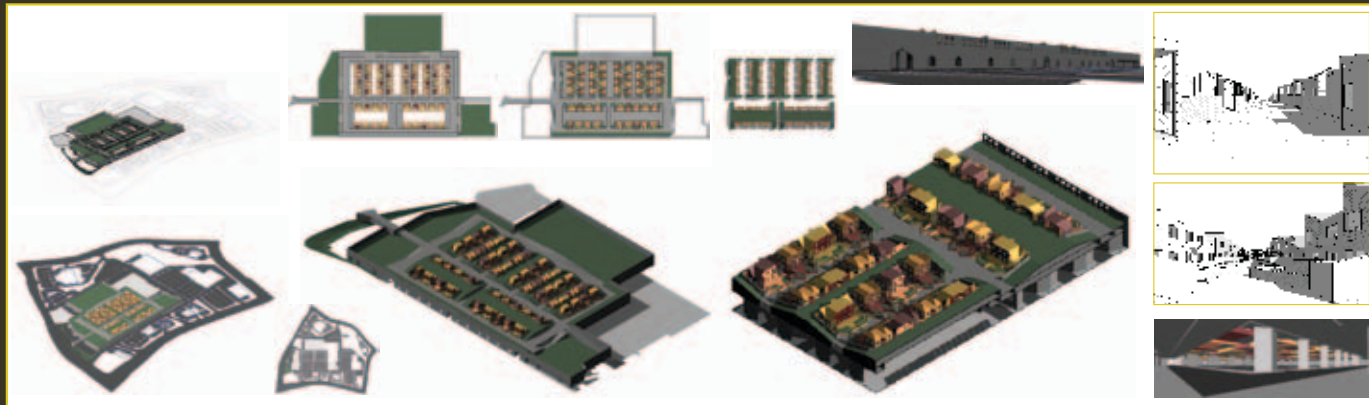
6

26

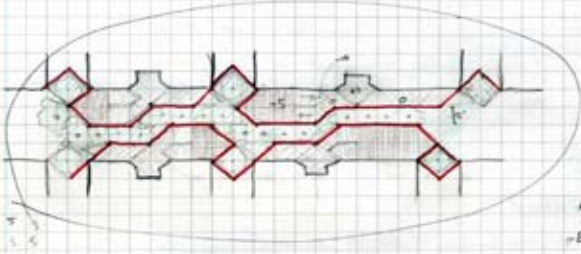
## THE PROJECT

...at the time of the second review



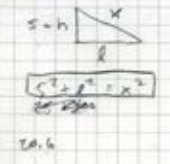


REPRESENTATION of houses: only when @ ...  
 # shows both 3



Should you be able to travel around in back?

Street section



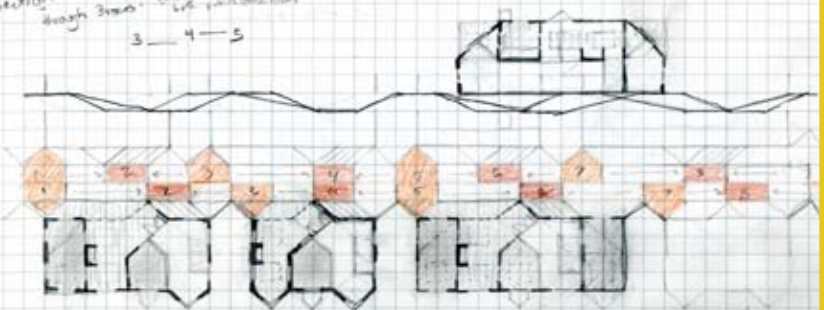
20.6

6

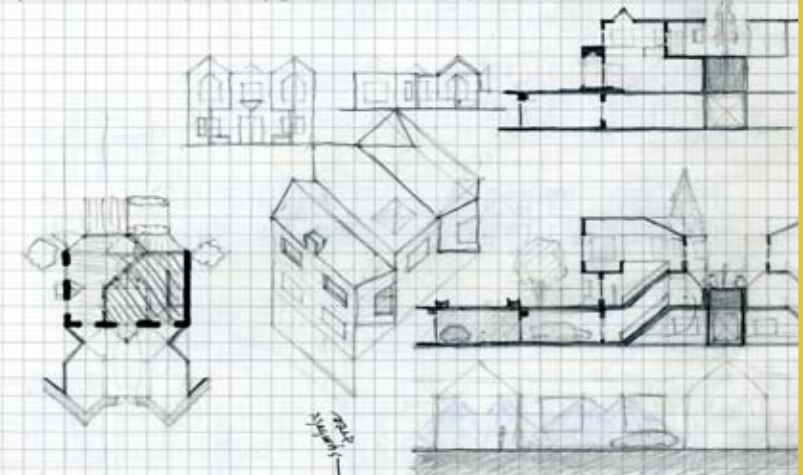


Section through 3 rows - slope up to 6 units  
 6ft - pitch 1:2

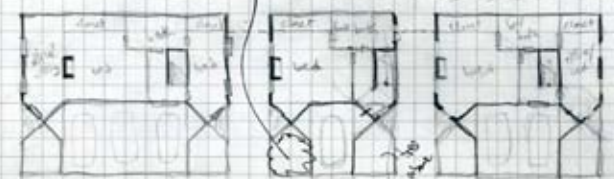
3-4-5



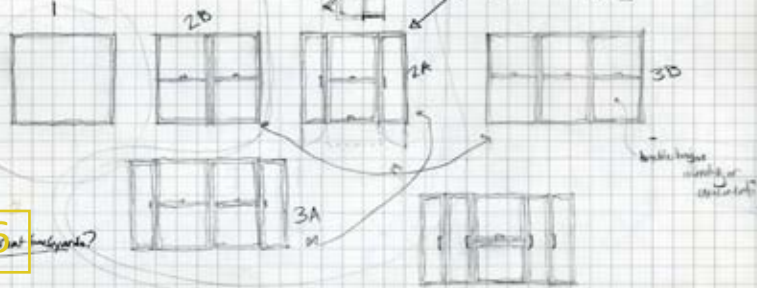
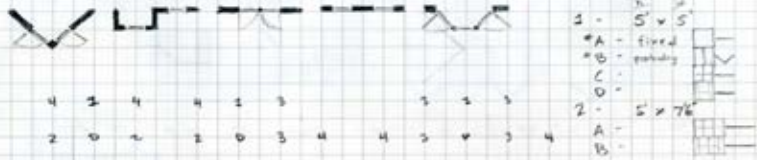
10 22.6 10 11.2 10 11.2 10 20.6 10 20.6 10 11.2 10 11.2



What is the...



30

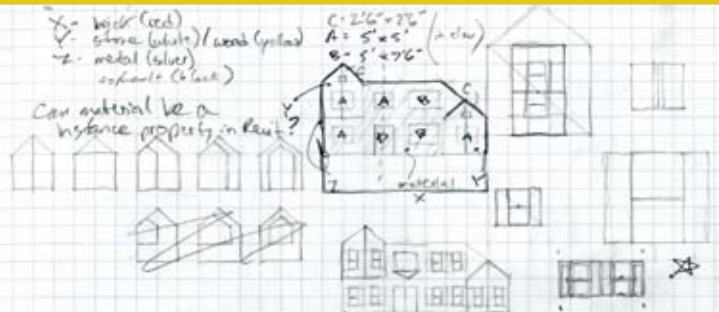


6. What materials?

X - brick (red)  
 O - stone (white) / wood (yellow)  
 + - metal (silver)  
 - - - - - asphalt (black)

Can material be a instance property in Revit?

C: 2'6" x 7'6" (in situ)  
 A: 5' x 5'  
 B: 5' x 7'6"



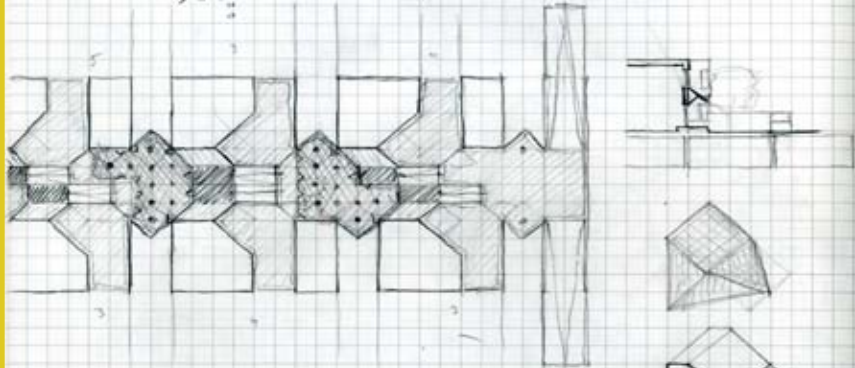
A look also  
 A - look on site  
 B - front oblique  
 C - from up  
 D - sectioning



Tuesday 3/24  
 build make (showing materials)  
 don't clutter (unnecessary)  
 + materials  
 + house  
 revit: change materials/  
 color  
 build 2nd floor site 4/24  
 make another pass @ window

3  
4  
5  
6  
7  
8  
9  
10  
11  
12  
13  
14  
15  
16  
17  
18  
19  
20

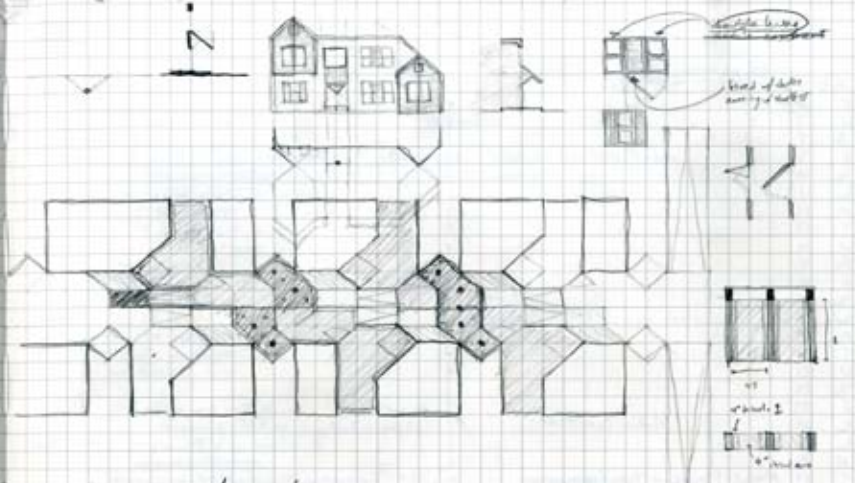
Cyprus - Salomon needs to be there.



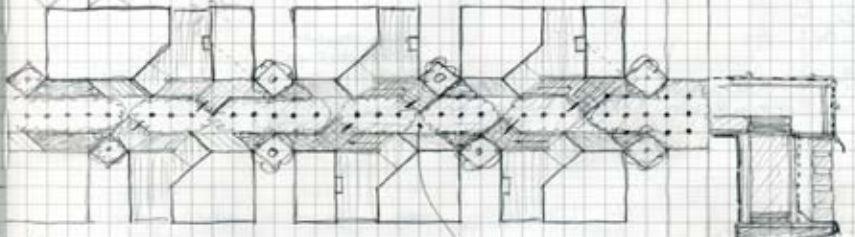
6

DETAIL: double hung: window block of bricks  
base: window recessed  
lower block of brick

1  
2  
3  
4  
5  
6  
7  
8  
9  
10  
11  
12  
13  
14  
15  
16  
17  
18  
19  
20



★ YES!



REVIS: change back-paints  
make window frames / door frames  
get natural light, make them not so natural  
make view > 50  
n > 1/2  
hand - show sections, elevation (front & side)  
show context, detail of roof/door frame, window  
detail: fire block work, but Cyprus, too in presentation

hole in front  
by vertical glass

32



## THE PROJECT

...at the time of the final review

6

\*this section to be completed by May 5, 2010 and resubmitted for grading and records\*

33



short section through garage



front elevation



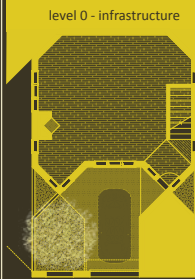
back elevation



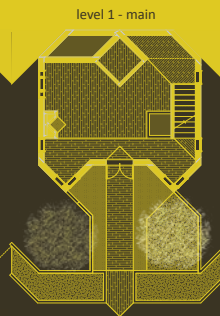
short section through foyer



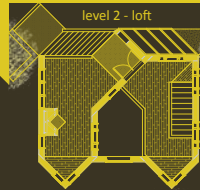
long section through middle



level 0 - infrastructure



level 1 - main



level 2 - loft



level 3 - roof



## HOUSE 1 - the "Executive"

- amenities include:
- garage for 1 car
  - double-height foyer w/ skylight
  - fireplace on every floor
  - covered back porch
  - "cathedral" ceilings on 2nd floor
  - space for gardening
  - >9' ceilings on all floors
  - all operable windows
  - customizable plan





short section through garage



front elevation



back elevation

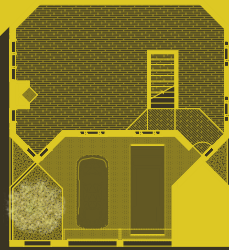


short section through foyer

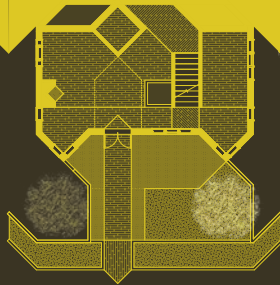


long section through tree court and back porch

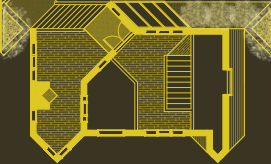
level 0 - infrastructure



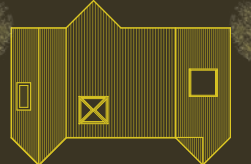
level 1 - main



level 2 - loft



level 3 - roof



## HOUSE 2 - the "Retreat"

- amenities include:
- garage for 2 cars
  - front lawn
  - double-height foyer w/ skylight
  - fireplace on every floor
  - covered back porch
  - space for gardening
  - 9' ceilings on all floors
  - all operable windows
  - 2 extra rooms (1 w/ skylight)
  - customizable plan





short section through garage



front elevation



back elevation

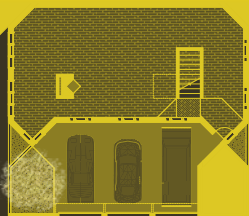


short section through foyer

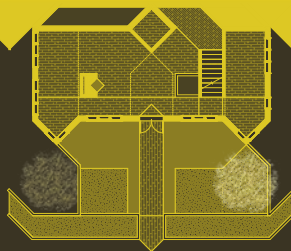


long section through stairs

level 0 - infrastructure



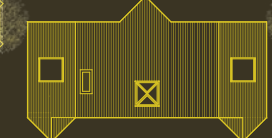
level 1 - main



level 2 - loft



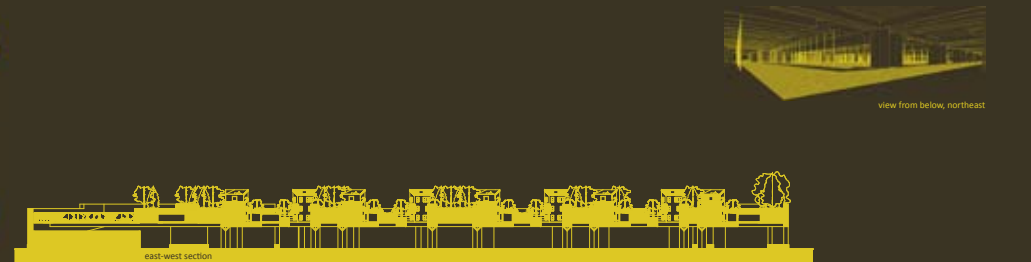
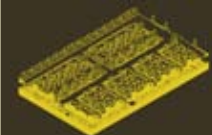
level 3 - roof



### HOUSE 3 - the "Homestead"

- amenities include:
- garage for 3 cars
  - front lawn
  - double-height foyer w/ skylight
  - fireplace on every floor
  - covered back porch
  - space for gardening
  - >9' ceilings on all floors
  - all operable windows
  - 3 extra rooms, (2 w/ skylights)
  - customizable plan





## Akers Mill

shopping includes:  
Bed Bath & Beyond  
Honey Baked Ham  
Subway  
Sports Authority  
Office Max  
Party City

now with HOUSING!  
the "Executive"  
for singles  
the "Retreat"  
for couples  
the "Homestead"  
for small families

neighborhood includes:  
community garden  
Walking garden  
soccer field  
tennis courts  
lots of green and open space  
hidden parking  
restricted access

## SUMMARY

Conspicuous Space: Parking Lot Suburbanism addresses the architectural and social issues of the American suburb by looking at its main components, the developer house and the big-box shopping center. It also looks at the role of the car in our lives and how it shapes the way we live, shop, travel, interact, and most importantly the way we build our cities. The contemporary American suburb is built around the automobile, an invention that Americans generally take for granted and cannot imagine living without. There is a new kind of suburb being built in many places across the country that is neither truly suburb nor city. It goes by many names, “edge city” being the one I have used, and it generally happens where suburbanites have moved their jobs out to where they have been living since the 1950s. It is characterized by a heavy dependence on the automobile and vast open or unbuilt spaces set next to typically urban building types, such as the office tower skyscraper. It is a land of contradictions well documented in Joel Garreau’s Edge City and elsewhere. This project is an attempt to embrace those contradictions and twist them to help reduce waste in the built environment.

The idea is to first hunt down those characteristics that make the American suburbs (or edge cities) tick and to maintain them but change the context in which they operate in order to make them serve multiple purposes simultaneously. This project has identified the following characteristics: separation of different land uses enforced through zoning codes (notably residential from commercial), the dominance of the automobile, and a stylistic promiscuity resulting in kitschy traditionalizing houses right down the road from modern steel and glass office towers right down the road from sign-as-building commercial strip malls and shopping centers.

This project does not question any of these paradigms: it simply reorients them. The housing in this project is separated from the commercial strip, but instead of horizontal separation achieved through sprawling land use, it is a vertical separation achieved by raising the housing above the stores, thereby reducing land use. The automobile is dominant in this project – each housing unit has its own garage at the front door and the parking for the shopping center below is practically untouched – but the automobiles are buried in the structure of the housing, thereby freeing the false ground above to pedestrian movement and children playing. And finally, the styles of the various building elements are as jarringly collaged as it is in the suburban context: the houses in this project are made to resemble houses in the public imagination and the big boxes under the housing get an even bigger box with even bigger signs, thereby integrating the project with the disjointed vernacular of American corporate suburbia.

The particular edge city under scrutiny is the Cumberland/Galleria area, northwest of Atlanta, Georgia. I chose this site not only because I know it well (I have lived in the suburbs of Atlanta my entire life) but because it is a perfect example of an edge city: it's population is a quarter that of Atlanta's, it headquarters multiple Fortune 500 companies, most notably Home Depot, it is completely automobile dependant and is at the intersection of two interstate highways, and it doesn't actually exist as a municipality, only as a Community Improvement District within Cobb County. It is also a very strong area economically: this project is intended to be synergistic, not revitalizing; the intent is to seize upon those aspects of suburbia that are proving successful, and to make them better by working with their existing logics rather than imposing some idealistic scheme for social justice or architectural nirvana. My intent is distinctly *not* to turn the "edge city" into a "city;" I intend simply to make edge city a bit more efficient and livable. In

this way, the title of the project is very intentional when it uses the word “*suburbanism*” rather than “urbanism.” And so Cumberland provides a very rich canvas on which to paint my ideas about using the wasted space of suburbia to more productive ends.

That’s how the project started: as a desire to put the wasted space of suburbia to better use. But as the research evolved, I found the waste and emptiness more and more compelling. Those spaces included the roofs of warehouses and big box stores, sprawling surface parking lots, idle front lawns, and other such spaces. The most promising space to direct my attack in terms of polemics was the parking lot because it gets right to the heart of the tension: the automobile and the space it requires. In a way, this whole endeavor has been an exercise in irony: critique the city the automobile built, and then design a project around the automobile. As I said earlier, embracing contradictions has been an explicit goal since very early on, and juxtaposing the surface parking lot with housing seemed to perfectly express the tension between people and cars, housing and parking, and how much relative importance our society places on each. And so the task became to find the right parking lot. At first, I assumed my housing would be occupying the parking lot in some literal way, on the ground, so I looked for a lot that was as big, coherent, and simple as possible within the bounds of the Cumberland area I had already identified as my area of study. That parking lot was very clearly the one serving the Akers Mill shopping center. Having found the parking lot, I began experimenting with different ways of using the pattern of the parking spaces to create a grid on which to draw my housing units. This effort resulted in a serious tension between how much parking should be preserved and how nice it would actually be to live in a parking lot, in the shadow of big-box stores with their big, loud signs on the front. I was violating one of the cardinal rules of suburbia: separation of commercial from residential.



After some checking into the zoning ordinance for Cobb County, I discovered that there already wasn't enough parking at Akers Mill (according to code; in practice, there's way too much), meaning that there was no space for housing on the ground, unless the law were to be changed. So I simply moved the housing up thirty feet above the parking lot. This allowed me to recreate the separation of uses so necessary to successful suburbia without gobbling up more land. It allowed me to work within the confines of existing parking requirements and to create a residential world above that is almost completely unaware of the commercial landscape below it. This means that I have essentially just placed one half of suburbia – neighborhoods of houses – above the other half – big box shopping centers – thereby doubling land use efficiency without sacrificing *any* of the amenities expected from either program. This move also implicitly critiques the nature of the zoning code: by going to great lengths to allow code-required space for cars while creating space for housing, I am at the same time suggesting that the law over-values the car at the expense of sustainable building patterns.

Mid-way through the Thesis Project, I discovered the necessary yin to Conspicuous Space's yang: Invisible Separation. Conspicuous Space is the idea that the wasted spaces of suburbia are not completely wasted: they communicate an abundance, or an ability to waste. It is through the creation of vast spaces that we communicate our affluence in that we have the means to create and maintain those vast spaces. (Of course, we are coming to learn that we no longer have that ability, which is where projects like this thesis come in to propose compelling ways to put that Conspicuous (wasted) Space to better use.) However, the same facts that have allowed vast open spaces (such as parking lots) to proliferate – super-cheap land, outdated zoning laws, heavily subsidized automo-

mobile transportation, and bad tax incentives – have also allowed the opposite to proliferate: Invisible Separation, the idea that different land uses should be completely unaware of each other, thereby preserving the purity of each and preventing a massive collision of different scales (even a McMansion looks fairly modest when placed within view of a SuperTarget). This separation requires enough land to be able to sufficiently prevent one programmatic ghetto from being in any way aware of another. It's okay to live in a neighborhood right behind a shopping center, so long as you would never be able to tell, from within the neighborhood, that the shopping center exists. Around Atlanta, that Invisible Separation is achieved largely by the ever-presence of trees, which form a suburban poche, a mass from which is cut the voids of human inhabitation, with the left-over mass (trees) serving as a natural barrier between different suburban realms. This project acknowledges both sides of the coin – Conspicuous Space and Invisible Separation – by expressing itself as one massive building to the commercial space on the ground and then expressing itself as many individual houses within the residential area above, with the perimeter of the residential area being lined with trees and green public space – such as a soccer field, tennis courts and a community garden – to cut off sight lines to the outside world. As another example of intentional contradiction, however, there are office towers right across the street that no tree could completely hide from view, thereby exposing the trick and slowly cluing the inhabitant back into the reality of life in a city, even of the edge variety.

In short, this project is about maintaining the suburban ideal – rugged individualism, privacy, mobility – while mitigating its liabilities – isolation, distance, and automobile dependance - by building residential neighborhoods in currently underutilized space.



the morrow site was eliminated after the first review, for practical reasons, as well as the fact that the Cumberland edge city was proving to be the more interesting site which seemed to “want” densification more than the low-rise suburb of Morrow

all further investigation concerned itself with the Cumberland site. what follows is a diary of sketches between the first and second reviews that played a huge role in developing the idea of the project as well as the individual houses. the sketches are largely searching for the proper way to express the “houseness” of the units, for the proper density levels, for the proper way to express the new “big box” that I have created, as well as drawing parallels between the iconic house shape and the shape of the truss structure.

the struggle that is herein documented is one of many different oppositions:

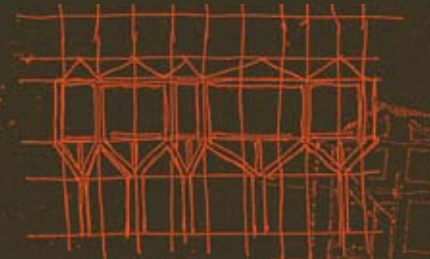
public/inhabitant	vs	architect
developer house	vs	big box store
icon/imagery	vs	function/structure
conspicuous space	vs	conspicuous separation

DOUBLE-TAKES

PITCH ROOF



TRUSS



FOLDED PLANE



ROOF + WINDOW



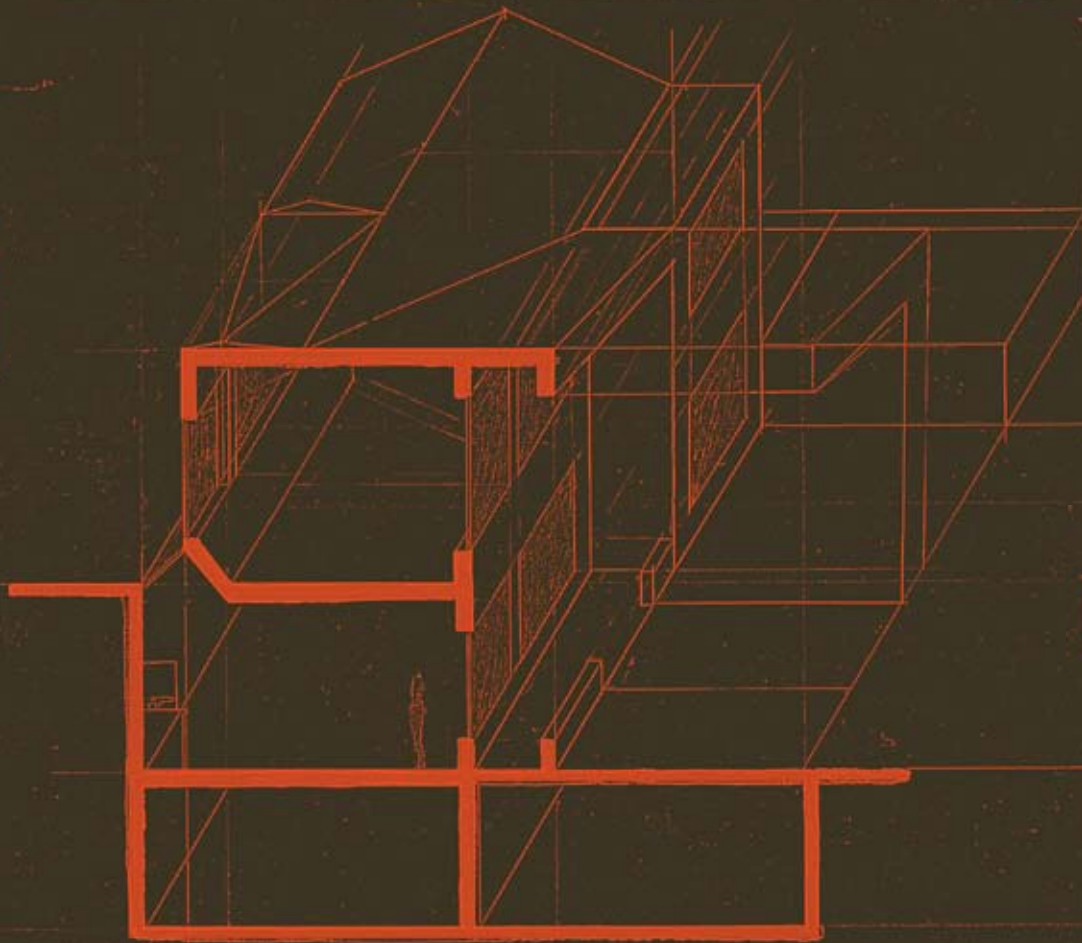
FOLD



EXAMPLE

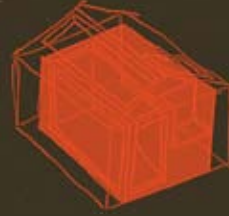


SHADE



6

25



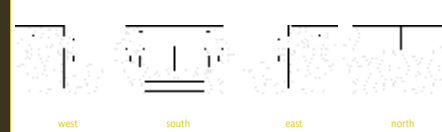
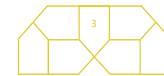
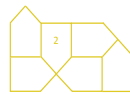
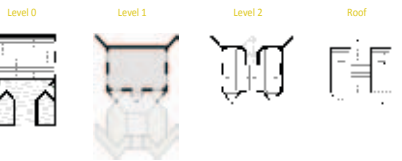
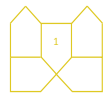
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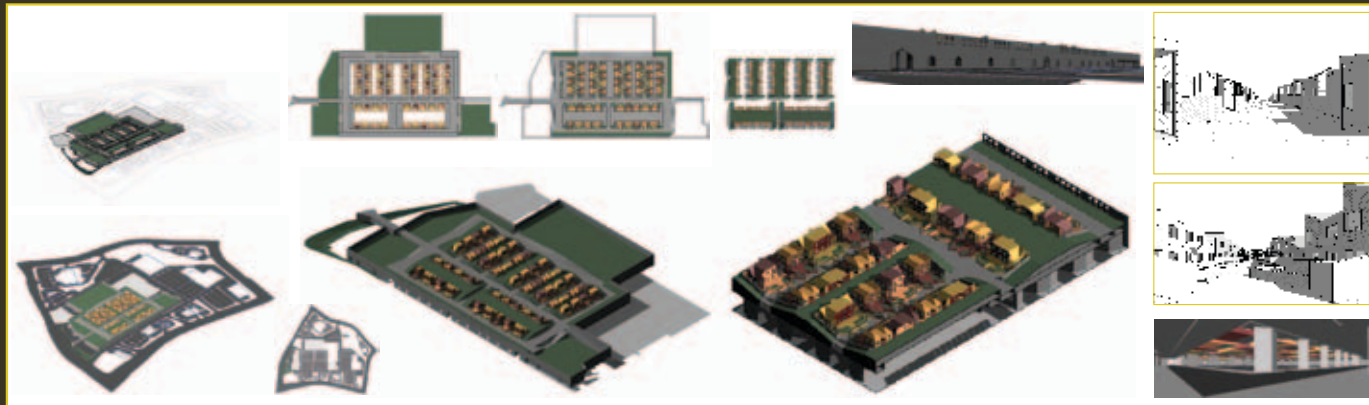
26

## THE PROJECT

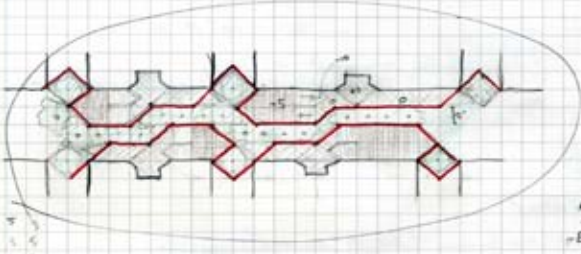
...at the time of the second review







REPRESENTATION of houses: only when @ ...  
 # shows both 3

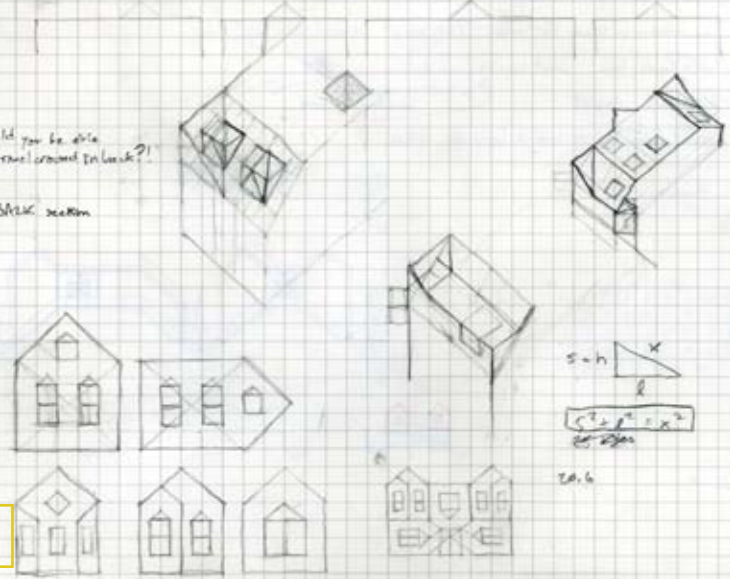


↑  
-E

4  
3  
2  
1  
0

Should you be able to travel around in back?

Sketch section



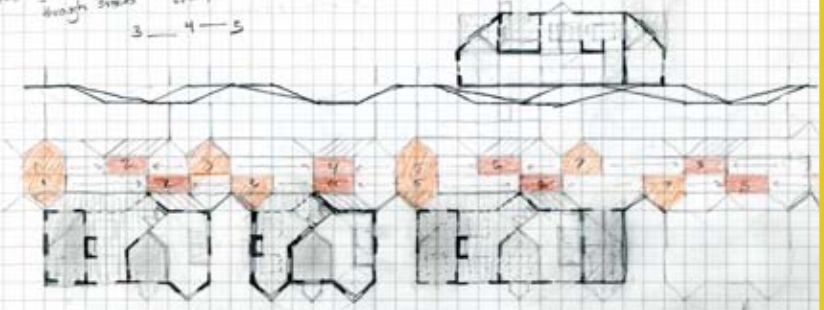
$$s = \frac{h}{x}$$

$$s^2 + p^2 = x^2$$

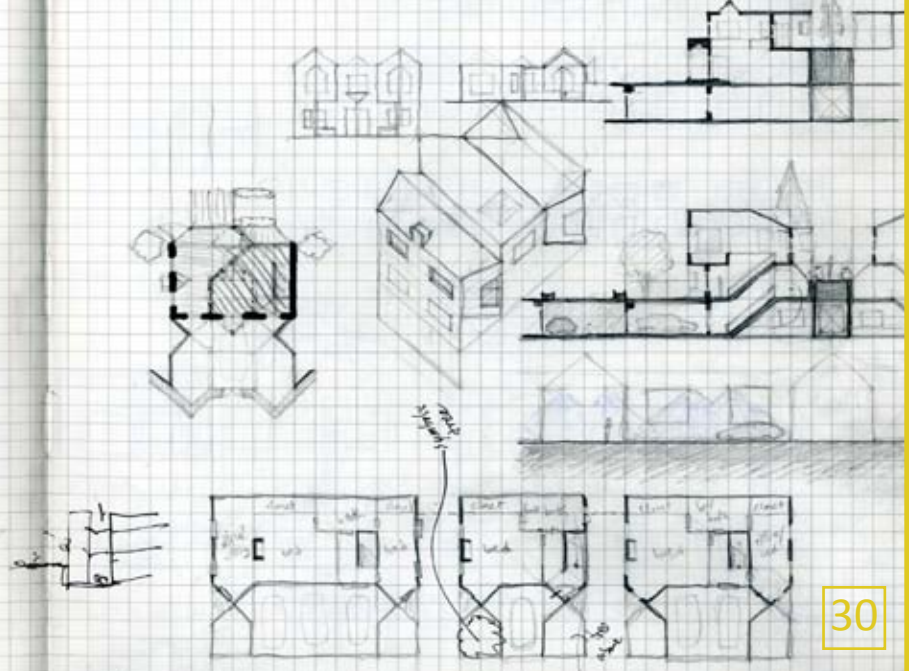
20.6

Section through 3 rows - slope up to 6 units  
 left - parabolic form

3-4-5



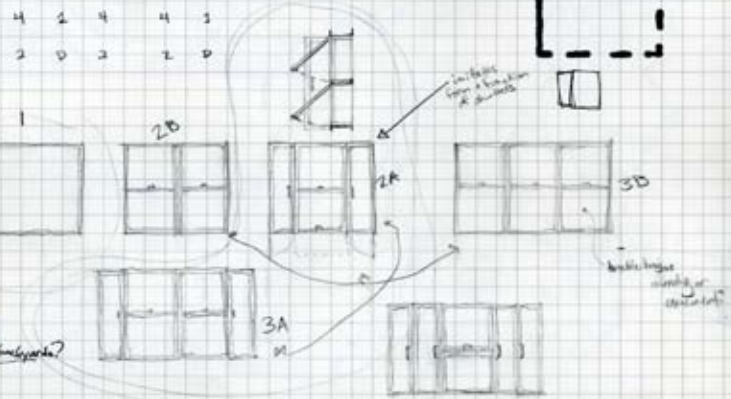
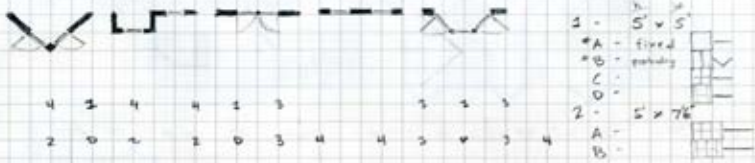
10 22.6 10 11.2 10 11.2 10 20.6 10 20.6 10 11.2 10 11.2



this is not a wall!

6

30

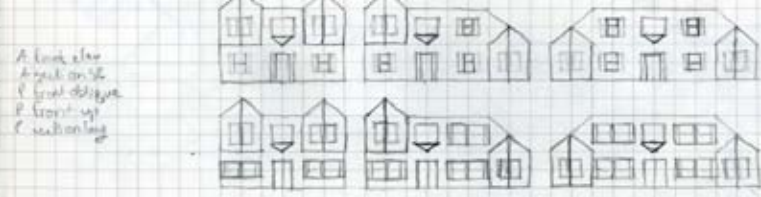
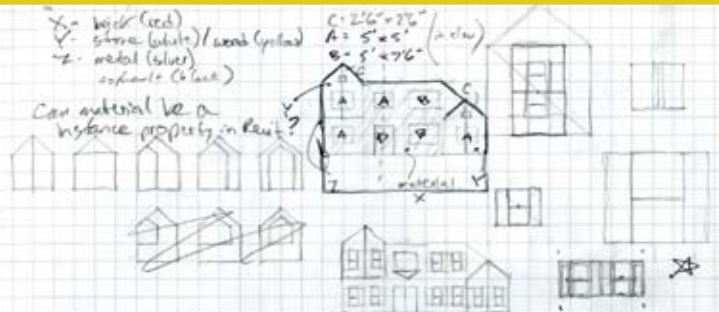


6. What materials?

- X - brick (red)
- - stone (white) / wood (yellow)
- △ - metal (silver)
- - plastic (black)

Can material be a instance property in Revit?

C: 2'6" x 2'6" (new)  
 A: 5' x 5' (new)  
 B: 5' x 7'6"



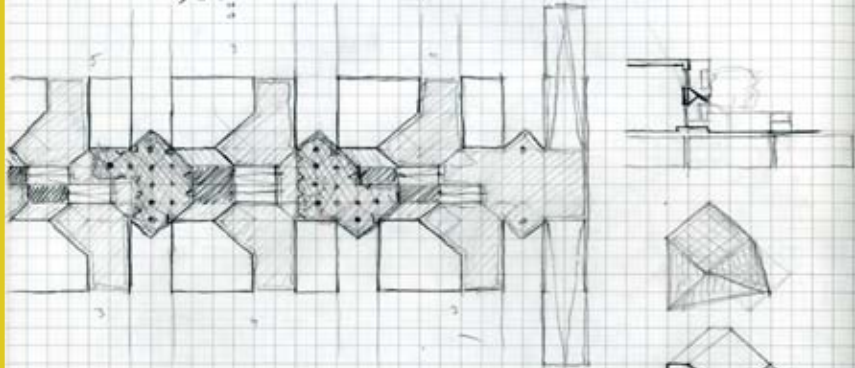
A look also  
 A look on the  
 P front oblique  
 P front up  
 P sectioning



the Tuesday 3/24  
 build make (showing materials)  
 don't clean (curious)  
 + materials  
 + house  
 revit: change materials/  
 color  
 build 2nd floor site 4/24  
 make another pass @ window

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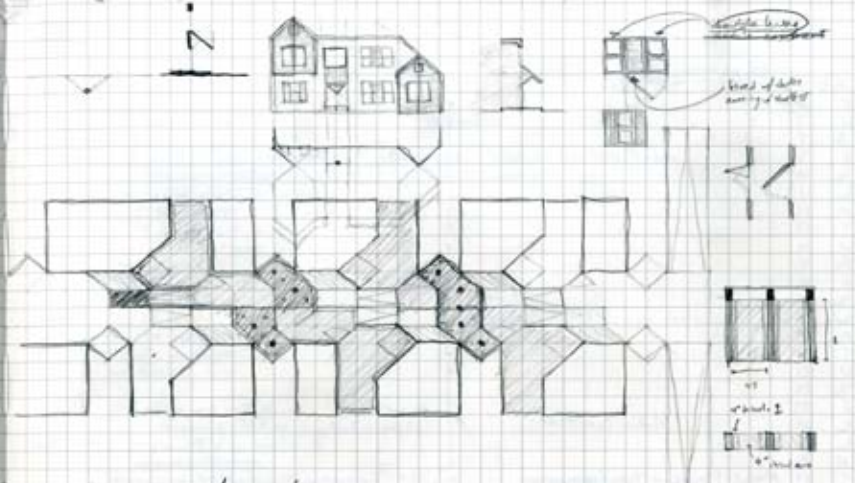
Cyprus - Salomon needs to be there.



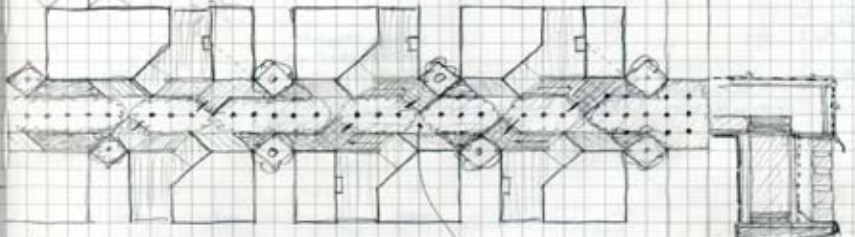
6

DETAIL: double hung: window block of bricks  
base: window recessed  
lower block of brick

N



★ YES!



REVT: change back-paint  
make window frames / door frames  
get natural light, make them not so natural  
max view  $\geq 50$   
 $n \geq 12$   
height - house sections, elevation (front ->)  
house corner, detail of roof/door frame, window  
corner: fire place work, but Cyprus, too in presentation

hole in front  
by irregular wall

32

## THE PROJECT

...at the time of the final review

6

\*this section to be completed by May 5, 2010 and resubmitted for grading and records\*

33



short section through garage



front elevation



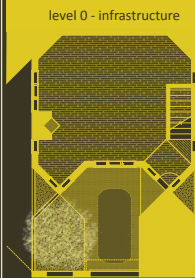
back elevation



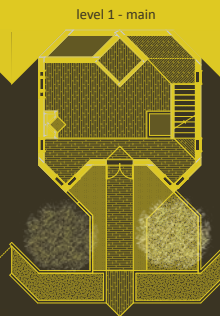
short section through foyer



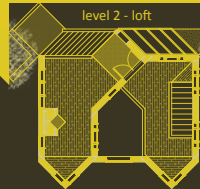
long section through middle



level 0 - infrastructure



level 1 - main



level 2 - loft



level 3 - roof



## HOUSE 1 - the "Executive"

- amenities include:
- garage for 1 car
  - double-height foyer w/ skylight
  - fireplace on every floor
  - covered back porch
  - "cathedral" ceilings on 2nd floor
  - space for gardening
  - >9' ceilings on all floors
  - all operable windows
  - customizable plan





short section through garage



front elevation



back elevation

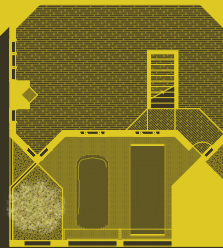


short section through foyer

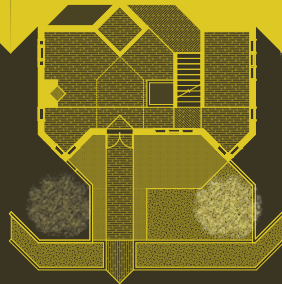


long section through tree court and back porch

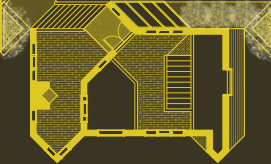
level 0 - infrastructure



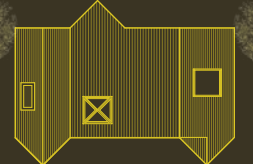
level 1 - main



level 2 - loft



level 3 - roof

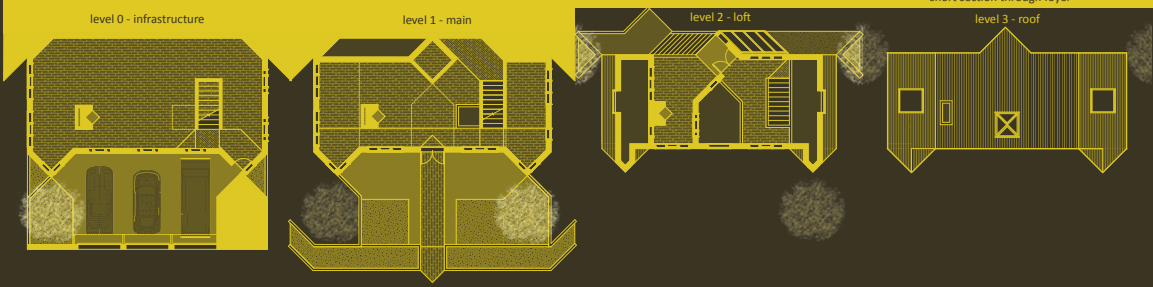


## HOUSE 2 - the "Retreat"

- amenities include:
- garage for 2 cars
  - front lawn
  - double-height foyer w/ skylight
  - fireplace on every floor
  - covered back porch
  - space for gardening
  - 9' ceilings on all floors
  - all operable windows
  - 2 extra rooms (1 w/ skylight)
  - customizable plan



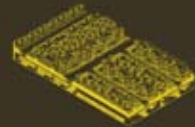
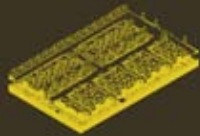




**HOUSE 3 - the "Homestead"**

- amenities include:
- garage for 3 cars
  - front lawn
  - double-height foyer w/ skylight
  - fireplace on every floor
  - covered back porch
  - space for gardening
  - >9' ceilings on all floors
  - all operable windows
  - 3 extra rooms, (2 w/ skylights)
  - customizable plan





## Akers Mill

shopping includes:

- Bed Bath & Beyond
- Honey Baked Ham
- Subway
- Sports Authority
- Office Max
- Party City

now with HOUSING!

- the "Executive" for singles
- the "Retreat" for couples
- the "Homestead" for small families

neighborhood includes:

- community garden
- Walking garden
- soccer field
- tennis courts
- lots of green and open space
- hidden parking
- restricted access

## SUMMARY

Conspicuous Space: Parking Lot Suburbanism addresses the architectural and social issues of the American suburb by looking at its main components, the developer house and the big-box shopping center. It also looks at the role of the car in our lives and how it shapes the way we live, shop, travel, interact, and most importantly the way we build our cities. The contemporary American suburb is built around the automobile, an invention that Americans generally take for granted and cannot imagine living without. There is a new kind of suburb being built in many places across the country that is neither truly suburb nor city. It goes by many names, “edge city” being the one I have used, and it generally happens where suburbanites have moved their jobs out to where they have been living since the 1950s. It is characterized by a heavy dependence on the automobile and vast open or unbuilt spaces set next to typically urban building types, such as the office tower skyscraper. It is a land of contradictions well documented in Joel Garreau’s Edge City and elsewhere. This project is an attempt to embrace those contradictions and twist them to help reduce waste in the built environment.

The idea is to first hunt down those characteristics that make the American suburbs (or edge cities) tick and to maintain them but change the context in which they operate in order to make them serve multiple purposes simultaneously. This project has identified the following characteristics: separation of different land uses enforced through zoning codes (notably residential from commercial), the dominance of the automobile, and a stylistic promiscuity resulting in kitschy traditionalizing houses right down the road from modern steel and glass office towers right down the road from sign-as-building commercial strip malls and shopping centers.

This project does not question any of these paradigms: it simply reorients them. The housing in this project is separated from the commercial strip, but instead of horizontal separation achieved through sprawling land use, it is a vertical separation achieved by raising the housing above the stores, thereby reducing land use. The automobile is dominant in this project – each housing unit has its own garage at the front door and the parking for the shopping center below is practically untouched – but the automobiles are buried in the structure of the housing, thereby freeing the false ground above to pedestrian movement and children playing. And finally, the styles of the various building elements are as jarringly collaged as it is in the suburban context: the houses in this project are made to resemble houses in the public imagination and the big boxes under the housing get an even bigger box with even bigger signs, thereby integrating the project with the disjointed vernacular of American corporate suburbia.

The particular edge city under scrutiny is the Cumberland/Galleria area, northwest of Atlanta, Georgia. I chose this site not only because I know it well (I have lived in the suburbs of Atlanta my entire life) but because it is a perfect example of an edge city: it's population is a quarter that of Atlanta's, it headquarters multiple Fortune 500 companies, most notably Home Depot, it is completely automobile dependant and is at the intersection of two interstate highways, and it doesn't actually exist as a municipality, only as a Community Improvement District within Cobb County. It is also a very strong area economically: this project is intended to be synergistic, not revitalizing; the intent is to seize upon those aspects of suburbia that are proving successful, and to make them better by working with their existing logics rather than imposing some idealistic scheme for social justice or architectural nirvana. My intent is distinctly *not* to turn the "edge city" into a "city;" I intend simply to make edge city a bit more efficient and livable. In

this way, the title of the project is very intentional when it uses the word “*suburbanism*” rather than “urbanism.” And so Cumberland provides a very rich canvas on which to paint my ideas about using the wasted space of suburbia to more productive ends.

That’s how the project started: as a desire to put the wasted space of suburbia to better use. But as the research evolved, I found the waste and emptiness more and more compelling. Those spaces included the roofs of warehouses and big box stores, sprawling surface parking lots, idle front lawns, and other such spaces. The most promising space to direct my attack in terms of polemics was the parking lot because it gets right to the heart of the tension: the automobile and the space it requires. In a way, this whole endeavor has been an exercise in irony: critique the city the automobile built, and then design a project around the automobile. As I said earlier, embracing contradictions has been an explicit goal since very early on, and juxtaposing the surface parking lot with housing seemed to perfectly express the tension between people and cars, housing and parking, and how much relative importance our society places on each. And so the task became to find the right parking lot. At first, I assumed my housing would be occupying the parking lot in some literal way, on the ground, so I looked for a lot that was as big, coherent, and simple as possible within the bounds of the Cumberland area I had already identified as my area of study. That parking lot was very clearly the one serving the Akers Mill shopping center. Having found the parking lot, I began experimenting with different ways of using the pattern of the parking spaces to create a grid on which to draw my housing units. This effort resulted in a serious tension between how much parking should be preserved and how nice it would actually be to live in a parking lot, in the shadow of big-box stores with their big, loud signs on the front. I was violating one of the cardinal rules of suburbia: separation of commercial from residential.

After some checking into the zoning ordinance for Cobb County, I discovered that there already wasn't enough parking at Akers Mill (according to code; in practice, there's way too much), meaning that there was no space for housing on the ground, unless the law were to be changed. So I simply moved the housing up thirty feet above the parking lot. This allowed me to recreate the separation of uses so necessary to successful suburbia without gobbling up more land. It allowed me to work within the confines of existing parking requirements and to create a residential world above that is almost completely unaware of the commercial landscape below it. This means that I have essentially just placed one half of suburbia – neighborhoods of houses – above the other half – big box shopping centers – thereby doubling land use efficiency without sacrificing *any* of the amenities expected from either program. This move also implicitly critiques the nature of the zoning code: by going to great lengths to allow code-required space for cars while creating space for housing, I am at the same time suggesting that the law over-values the car at the expense of sustainable building patterns.

Mid-way through the Thesis Project, I discovered the necessary yin to Conspicuous Space's yang: Invisible Separation. Conspicuous Space is the idea that the wasted spaces of suburbia are not completely wasted: they communicate an abundance, or an ability to waste. It is through the creation of vast spaces that we communicate our affluence in that we have the means to create and maintain those vast spaces. (Of course, we are coming to learn that we no longer have that ability, which is where projects like this thesis come in to propose compelling ways to put that Conspicuous (wasted) Space to better use.) However, the same facts that have allowed vast open spaces (such as parking lots) to proliferate – super-cheap land, outdated zoning laws, heavily subsidized automo-

mobile transportation, and bad tax incentives – have also allowed the opposite to proliferate: Invisible Separation, the idea that different land uses should be completely unaware of each other, thereby preserving the purity of each and preventing a massive collision of different scales (even a McMansion looks fairly modest when placed within view of a SuperTarget). This separation requires enough land to be able to sufficiently prevent one programmatic ghetto from being in any way aware of another. It's okay to live in a neighborhood right behind a shopping center, so long as you would never be able to tell, from within the neighborhood, that the shopping center exists. Around Atlanta, that Invisible Separation is achieved largely by the ever-presence of trees, which form a suburban poche, a mass from which is cut the voids of human inhabitation, with the left-over mass (trees) serving as a natural barrier between different suburban realms. This project acknowledges both sides of the coin – Conspicuous Space and Invisible Separation – by expressing itself as one massive building to the commercial space on the ground and then expressing itself as many individual houses within the residential area above, with the perimeter of the residential area being lined with trees and green public space – such as a soccer field, tennis courts and a community garden – to cut off sight lines to the outside world. As another example of intentional contradiction, however, there are office towers right across the street that no tree could completely hide from view, thereby exposing the trick and slowly cluing the inhabitant back into the reality of life in a city, even of the edge variety.

In short, this project is about maintaining the suburban ideal – rugged individualism, privacy, mobility – while mitigating its liabilities – isolation, distance, and automobile dependance - by building residential neighborhoods in currently underutilized space.